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THE OFFICIAL NEWSLETTER OF SANDERSON GROUP

SPECIAL EDITION - JULY 2010

CHIEF MINISTER K. ROSIAH INAUGURATES "HAAILAND PARK"

Mr. K. Rosaiah - "The Park gives me a feeling of being transported to a different world".



9th MAY 2010 served as a memorable day for Sanderson Group as "Haailand Park" opened its doors to all. This is a wholesome Buddhism theme based entertainment park located in Guntur district in Andhra Pradesh spread across 42.5 acres of land. Conceptualized & executed by Sanderson Group, the design of the park depicts Buddhist culture, history and tradition. The seven zones of Haailand Park depict various elements of Buddhist culture from prominent countries in south Asia. Along with our honorable chief

minister Mr. K. Rosaiah the inauguration ceremony was graced by various dignitaries and cabinet ministers. "Haailand Park" opened to rave reviews from various



dignitaries who were present for it's grand opening from all over the world. The journey of "Haailand Park" started in the year 2006, and with the support of Agrigold management group, Sanderson Group was able to successfully execute one of the biggest theme park projects in India.



Mr. Rosaiah Inaugurates the Park

"It was a proud moment for Sanderson Group to see the park turn from design to reality and the work being appreciated by audiences worldwide."

- Reshma Karmarkar; Design - Head, Sanderson Group India

PROJECT DIARY

(Inclusive but not limited to the following projects)

1989 Sanderson Company was founded.



Warner Bros Movie World Theme (1990/92)

Inclusive: Project Management (Sanderson Scope of Work) Design Development & Documentation, Programming, Q.S and Cost Control

Warner Bros Movie World "Batman the Ride" (1992/93)

Inclusive: - Project Management (Sanderson Scope of Work) Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Sea World "The Bermuda Triangle Ride" (1993/94)

Inclusive: - Project Management (Sanderson Scope of Work) Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Warner Bros Movie World Germany (1993/94)

Inclusive: - Documentation, Programming, Q.S and Cost Control

Luna Park Sydney Australia (1994)

Inclusive: - Design Development, Programming, Cost Control

Ripley's Believe It Or Not (1995)

Inclusive: - Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Sega World "Darling Harbour Sydney, Australia" (1996)

Inclusive: - Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Albion Mega Mall (1997)

Inclusive: - Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control



Sun City Resort Australia (1997)

Inclusive: - Project Management, Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Dreamworld "Tower of Terror Attraction" (1997)

Inclusive: - Design Development & Documentation, Programming - Sanderson works, Operations, Info structure and Facilities, Q.S and Cost Control



Agri Gold



"Good Design is culturally sensitive. Nothing good can come out of ignorance".
- Shibani Talashikar, Sr Architect, Sanderson Group India.



The initial master plan prepared for "Haaland Park", comprised of a Theme park, a Water park and a Resort spread across 42.5 acres. The entire park is divided into 8 thematic zones, each having a unique identity. The design of each zone is inspired by the South East Asian architecture and the zones are themed based on various parts of South East Asia. The design intention is to take visitors on a journey through ancient Buddhist architectural sites, thus each zone therefore depicts a unique Buddhist architecture. The park is a holistic entertainment destination for visitors seeking high end entertainment and adventure.



Club and Resort Zone

The club and resort zone is an integral part of phase 2 development of Haaland Park. The exclusive resort and clubhouse area is available to members only. The Resort has 9 houseboats which are anchored permanently in the artificial pond. These house boats are exotic barges equipped with a living room, bedrooms, kitchenette, lavatories & all the modern facilities thus providing a comfortable living experience.

Adjoining the houseboats are 6 V.I.P. cottages and also on the other side are 19 exclusive executive cottages fitted with amenities for ultimate luxurious living. The clubhouse on the other hand has all modern entertainment facilities like restaurants, business centers, coffee shop and high end suites for the visitors who would like to spend few relaxing days in the park. The restaurants within the clubhouse are themed on exotic South East Asian theme.

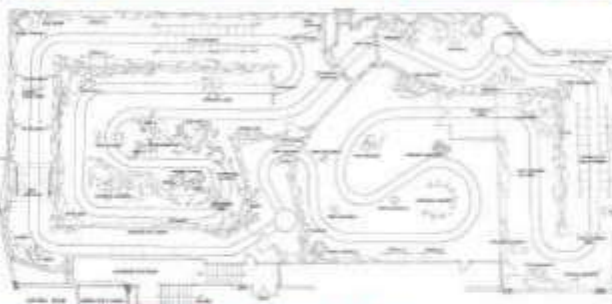
With its exotic tropical beauty and relaxing hospitality, this getaway (Clubhouse, Resort and Spa area) is the perfect place for enjoyment and rejuvenation of the mind, body and soul.



"Immense Detailing while designing enriched my imagination, as Mies Van der Rohe put it - God lies in Detail".

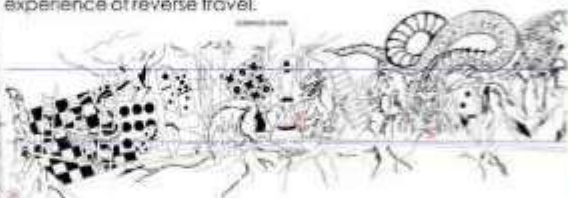
- Kirti Shintre, Sr Architect, Sanderson Group India.

China



The main attraction of this zone is a Rail chase Ride housed within a structure themed on Chinese architecture.

Rail-chase :- One of the successful Elements of Hoiland Park is the Rail Chase Ride Designed by Sanderson Group. It is India's first ever indoor themed neumatic Roller-coaster Ride, it Consists of 240 M long Track covering in 3 Mins with Various themed interactive animatronic elements and special effects with a high speed of 6.9 meters per second! It is designed to entertain various age groups. A compact indoor roller coaster, the Rail Chase ride offers a safe exhilarating experience for the entire family. Two person cars are initially lifted to a height of 4200mm after which starts a rapid descent around tight turns. Excitement amplifies with dramatic themed elements employed to smoothen the experience. A special feature of the ride is the use of two turntables to change the cars' direction ambushing the patron with a whole new experience of reverse travel.



PROJECT DIARY

(Inclusive but not limited to the following projects)

Dreamworld - Giant Drop Australia (1998/99)

Inclusive : Thematic Construction

Fontana Water & Theme Park Clark Field - Philippines (1998/99)

Inclusive: Thematic design and Construction / fabrication



Titanic - Fox Studio Sydney Australia (1999/2000)

Inclusive: Thematic design and fabrication, Group Logistic Coordinator

Opened Joint Venture Sanderson Group (India) Office (2000)

Sunway Lagoon Project Malaysia (2001)

Roller Coaster Refurbishment Inclusive : Group Logistic Coordinator

Disney Sea's Tokyo Japan (2001)

Inclusive : Group Logistic Coordinator (Sanderson Staff in Tokyo), Site Art Director

Al Fufufi Resort United Arab Emirates (2001)

Inclusive : Master Planning, Feasibility Study, Design and Design Development - (Master Planning)

Opened Sanderson Group (Macau) Office (2001)

Emerald Lakes Malaysia (2002)

Inclusive: Project Feasibility Study, Master Planning, Operations, Info structure and Facilities, QS and Budget

Essel world - Mumbai India (2002)

Inclusive: Project Feasibility Study, Master Planning, Operations, Info structure and Facilities, QS and Budget



Macau Fisherman's Wharf (2002/06)

Inclusive : (Master Plan East meets West, Project Management - East meets West) Architectural Design, Design Development & Documentation, Programming, Operations, Info structure and Facilities QS and Cost Control

Macau Legends Wharf (2004/6)

Inclusive : Project Character Facades, Architectural Design, Design Development & Documentation, Programming, Operations, Info structure and Facilities, QS and Cost Control

Y&O M2 - Casino Pharaoh's Palace Casino Macau (2004)

Inclusive: Master Planning INTERIOR DESIGN and Project Management Design Development & Documentation Programming, Operations, Info structure and Facilities, QS and Cost Control

Tibet

"It gave me a Great opportunity to Explore my Creativity. Every thing which exists on this Earth has Creativity in it; all you need is an Eye for it".
- Venus D'mello, Illustrator, Sanderson Group India.



This is yet another exciting zone in the amusement park. The theme design for the facades of this zone is inspired from Potala Palace in Lhasa, an abode for Dala Lama and the mountains of Tibet. Tibet zone has numerous rides that are design for visitors from all age groups. It consists of rides like ghost hunter ride, bumper car, carousel and magic dancer. This zone forms the hub of the amusement park.

Ghost hunters:- It's a Classic Dark ride, a High-tech entertainment attraction with interactive features with full 3-D graphics. Ghost hunters is a non-stop continuous loop adventures ride appealing to all age groups. Spread across a full area of 430 sq meters, this area is totally themed with various interactive elements. Some of the prominent attractions are the loading zone (pre show area), the spider zone and the black out area in the cave. To enhance the complete experience for the visitors the Post show area is themed as a funeral zone.



PROJECT DIARY

(Inclusive but not limited to the following projects)

4600 M2 (5) V.I.P. Pharaoh's Palace Casino Macau (2004)

Inclusive: INTERIOR DESIGN and Project Management, Design Development & Documentation, Programming, Operations, Info Structure and Facilities, Q3 and Cost Control

5400 M2 redevelopment Pharaoh's Palace Casino Macau (2004)

Inclusive: INTERIOR DESIGN and Project Management, Design Development & Documentation, Programming, Operations, Info Structure and Facilities, Q3 and Cost Control

Casa Real Casino, Macau (2004)

Inclusive: Master Plan INTERIOR DESIGN and Project Management, Design Development & Documentation, Programming, Operations, Info Structure and Facilities, Q3 and Cost Control

Golden Dragon Casino, Macau (2004)

Inclusive: Master Plan, INTERIOR DESIGN and Project Management, Design Development & Documentation, Programming,

Operations, Info Structure and Facilities, Q3 and Cost Control

San Kim Yip Casino, Macau - Stage 1 & 2 (2004)

Inclusive: INTERIOR DESIGN and Project Management, Design Development & Documentation,

Macau Convention Centre (2004/5)

Inclusive: INTERIOR Design Development & Documentation, Programming, Operations, Info Structure and Facilities, Q3 and Cost Control

Agri Gold Vishakhapatam India (2005)

Inclusive: Master Plan Interior Design & Project Management, Design Development & Documentation, Programming, Operations, Info Structure and Facilities, Q3 and Cost Control

Agri Gold Vijaywada India (2005)

Inclusive: Master Plan Interior Design & Project Management, Design Development & Documentation, Programming, Operations, Info Structure and Facilities, Q3 and Cost Control

Yacht Club & Commercial Centre - Kuala Terengganu (2006)

Inclusive: Project Management, Project Architect, Design Development & Documentation, Interior Design & Programming, Operations, Info Structure and Facilities, Q3 and Cost Control

Aldeia De Rio Goa India (2006)

Inclusive: Master Plan, Concept Design

Thai Land

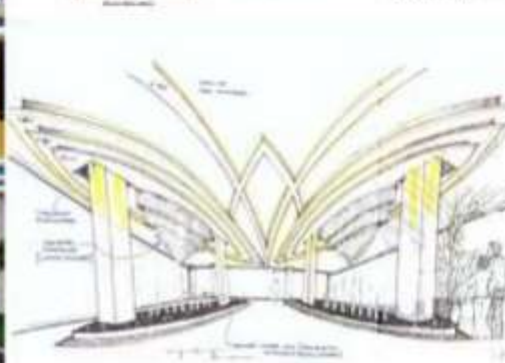
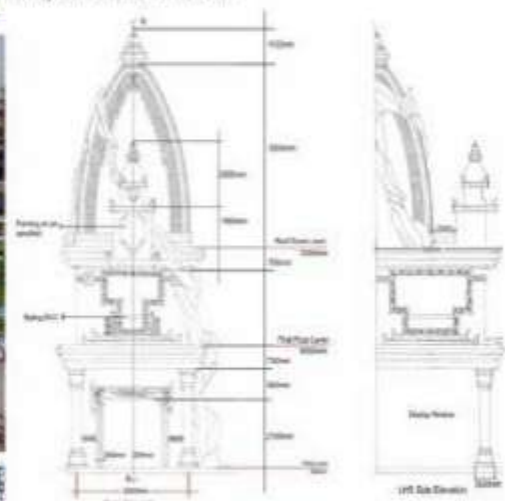
The Thai zone has a look of a traditional, royal Thai Palace. This zone is especially dedicated to children, who would love the kiddies train or enter the Thai Palace and get a chance to play the exhilarating indoor video games. The track of kiddies train runs through an interesting path showing the charming glimpses of Thai Palace that is designed to attract children. Other equally fun rides are the children's carousel themed with flying elephants forming an integral part of this zone. Caricature style is used on facades of this zone in order to attract children and making the zone more fun filled and attractive.



India



The main street is an integral part of this zone and is flanked with architectural themed facades derived from Buddhist architecture of India. As the visitors pass through this main street, they get visually connected to a large dome structure, which opens up into a large courtyard with a commanding view of modern stupa. The stupa is a ground + one floor structure and also serves as a food court for visitors. A themed water body with boats permanently anchored within them surrounds the dome structure. This zone also has a themed restaurant on the 1st floor which is centrally located within the park and provides easy access to all visitors.



Burma

This zone is a part of the beautifully themed Water Park, and is specially dedicated to charming ladies and playful children. This zone is themed with the elements found in the famous pagan temples, and has a unique ladies and children slide tower with its own themed changing rooms. The USP of this zone is its unique segregation from the entire park by means of an expanse landscape to maintain the privacy for ladies. So that they could enjoy the exciting water slide.



Indonesia

This zone has a very distinctive & unique men's slide tower and is the highest point of the site, also uniquely satisfying the vastu shastra need of the park. The theme design of the zone is influenced by the Buddhist architecture of temples and stupa around that time in Indonesia. The top of the slide tower is themed on the Borobudur temple, one of the Seven Wonders of the World.



"We have achieved the Goals, We had set for our selves".
- Sakshi Wadaye, Sr Illustrator, Sanderson Group India.

PROJECT DIARY

(Include but not limited to the following projects)

Exhibition Centre - Kuala Terengganu (2004)

Include : Project Management, Project Architect, Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Babylon Centre (2004)

Include : Master Plan, INTERIOR DESIGN & Project Management Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Opened Sanderson Group Malaysia Office (2006)



Heritage Bay Resort Development (2004)

Include : Project Management, Project Architect, Design Development & Documentation, Programming, Operations, Info structure and Facilities Q.S and Cost Control

EXHIBITION & CONVENTION CENTRE Malaysia (2004/07)

Include : Architect and Project Management Project Architect, Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control



CRYSTAL MOSQUE Malaysia (2006/07)

Include : Architect and Project Management Project Architect, Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control.

Goral Manure Ulan Maharashtra India Essel Group, Special Economic Zone (2004/07)

Include : Master Planning, Concept Planning

Taman Tamadun Islam Malaysia (2004/07)

Include : Architect and Project Management, Project Architect, Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control.

Opened Sanderson Group Shanghai (2007)

Innovative Film City(2007)
Include : Master Planning, Design Development & Documentation.



US City Bangalore India (2007)

Include : Interior Project Management, Interior Design Development & Documentation, Programming, Operations, Info structure and Facilities, Q.S and Cost Control.

Amazon Beijing China (2007)

Include : Master Planning, Interior Design Development & Documentation.

PROJECT DIARY

(Inclusive but not limited to the following projects)

Special Economic Zone Hindupur Taluk India (2007)

Inclusive : Master Planning, Preliminary Project Feasibility Planning

Shipra Sun City Atlantis Water Park India, Shipra Mega Mall, Shipra Theme Park (2007/08)

Inclusive : Master Planning, Preliminary Project Feasibility Planning

ACE Advance Centre of Education Kuala Terengganu Malaysia (2008)

Inclusive : Project Management, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

ACE Advance Centre of Education Johor Malaysia (2008)

Inclusive : Project management, Programming, Operations, Info structure and Facilities Q.S and Cost Control

Blue Coast Resort Development (2008)

Inclusive: Master Plan

ACE Advance Centre of Education Kedah Malaysia (2008)

Inclusive : Project Management, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

VGP Water Park Chennai India (2008)

Inclusive: Master Plan, Detail Design & Construction, Programming, Operations, Info structure and Facilities, Q.S and Cost Control



PENANG INTERNATIONAL EQUESTRIAN CLUB Malaysia (2008)

Inclusive : Detail Design Architect and Project Management Programming, Operations, Info structure and Facilities, Q.S and Cost Control

2008 Established Sanderson Group Singapore



Heritage Bay RETAIL Development (2008)

Inclusive : Master Planning, Project Management, Project Architect, Design Development & Documentations, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Cambodia

This zone has a remarkable sunken temple with an exhilarating wave pool, having a visually enchanting background of a monumental sunken Buddhist Temple. Visitors can access the roof of this structure by a uniquely themed spiral staircase surrounded by rockwork, and it is located to the right and left of the entry deck. They can also use the bridge over the wave pool to access the top of the sunken temple. Again, beautifully themed adequate numbers of changing rooms and toilets in this zone are provided for the convenience of one and all.



"Projects are foot prints on the sands of time, this one surely is!"
- Harshad Rajadhyax, Project Architect, Sanderson Group India.



Japan

This is one of the last, but not the least, zone of the water park, where all visitors can simply rest after a high thrill adventure experienced in the park. This zone in addition to the amphitheater has tributaries of lazy river as the back drop with beautifully designed picnic resting pavilions. The evergreen tea house of the Japanese culture is ideally themed as the 'Rain dance'. The lazy river is also one of the main attractions of this zone which merely makes its way through the entire zone and moving through it one can enjoy the ride in tranquil and peace in an enchanting exhilarating ambience.



"Imagination & creativity are a perfect pair for making dreams come true".

- Rohan Goregoankar,
Sr Architect,
Sanderson Group India.



SANDERSON GROUP AWARDED



Congratulations

★ Mr. Dilip Chugera, receiving award from Mr. K. Rosiah, Chief Minister of Andhra Pradesh

Sanderson Group Acknowledged by 'Agri - Gold Group'



Letter of Appreciation

Haaland Park (Design Services)

I take this opportunity to acknowledge the services of Sanderson Group for successfully executing the project of Haaland Park in Vijayawada. I take the pleasure to express our appreciation on behalf of Agri Gold Group.

Sanderson Group was assigned the work of providing master planning, concept designing and design development services for this project.

The team of Sanderson Group executed all the assigned works of Haaland Park with excellent dedication and commitment and the Group lived up to the expectations of Agri Gold Group in providing one of the best design concepts. I am happy to state that Haaland Park is now known widely as the unique theme park in India. Sanderson Group skillfully incorporated various elements of Buddhist theme and culture in to the design of the Park which meet the international standards.

It is a pleasure to be associated with Sanderson Group and to wish them all the best for all their future ventures. It makes me happy to recommend their services to any organization which would like utilize their services in such areas as above.



V.P. Rao Reddy
Chairman
Agri Gold group





AGRI GOLD AND ENTERTAINMENTS PVT. LTD.
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MEDIA RELEASES



COURTESY: BAY NEWS



COURTESY: BAY NEWS



COURTESY: ANDHRA JYOTI CITY



COURTESY: ANDHRA PRABHA

PROJECT DIARY

(Inclusive but not limited to the following projects)

LIFE India New Delhi (2008)
 Inclusive : Master Plan, Detail Design and Construction, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

VENEIAN Mocaa PRC (2008)
 Inclusive : Detail Design and Construction, Programming, Operations, Info structure and Facilities, Q.S and Cost Control



OCT - Shenzhen China (2008)
 Inclusive : Master Planning, Detail Design and Construction, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Songjiang - Shanghai China (2008)
 Inclusive : Master Planning, Concept Design

Great Wall Project - Beijing, China (2008)
 Inclusive : Master Plan Concept Planning, Detail Design, Bids and Attraction Programming.

Universal Studio Singapore EGYPT LAND Retail and Food and Beverage (2008/09)
 Inclusive : Interior Design and Construction, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Universal Studio Singapore LOST WORLD Retail and Food and Beverage (2008/09)
 Inclusive : Interior Design and Construction, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Ocean in Motion Qindao, China (2008/09)
 Inclusive : Master Plan, Detail Design and Construction, Programming, Operations, Info Structure and Facilities, Q.S. and Cost Control.

Universal Studio Singapore EGYPT area development (2008/9)
 Inclusive : Detail Design and Construction, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

Universal Studio Singapore LOST WORLD area development (2008/9)
 Inclusive : Detail Design and Construction, Programming, Operations, Info structure and Facilities, Q.S and Cost Control

2009 Opened 2nd Office in CHINA, ZHUHAI

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MEET THE TEAM - SANTEC INDIA.



Left - Right: Akbar Basha - Accountant, Sardar, Huppijal prakash, Abdulla Sheikh, Mohd Yaqoob, Bhashan Jaine, Saluddin, Madan Naik, Munirul Islam, Ibrahim Mordal, Noor Mohammed, Taruqar Patra, D Vinu, Bala Krishna, Prashant Parab - Asst. Art Director.

DESIGN TEAM



ROHAN GOREGAONKAR
PROJECT ARCHITECT



HARSHAD RAJADHYA
SR. ARCHITECT



SHIRANI TALASHKAR
SR. ARCHITECT



KIRTI SHINTRE
SR. ARCHITECT

IN THE SPOT LIGHT



RESHMA KARMARKAR

Nationality: Indian
Qualifications:
5 Years Diploma in Architecture - L. S. RAHEJA,
3 Years Diploma in Interior Designing - L. S. RAHEJA,
Work Experience:
15 years in the Field of Architecture and design
Core Competencies:
Architectural design and planning, Restaurants and theme park planning
Theme Concept development & Theme Construction detailing,
Interior Designing and development, Design & Development of in-house Projects.
Recent Responsibilities & duties:
Design Head,
Hasi Land Park, Agri - Gold, Vijayawada, AP, India, Vgo Universal Kingdom, Chennai, India, IFA Buzz
Cafe, Mumbai, Kingdom of dreams-GINC Delhi-India, Howzatt Micro-Brewery, Delhi, India.
Overview:
Dec 2002 - Present: Design Head, Sanderson Group (India) Ltd.
Reshma has been a part of Sanderson Group India since 2002. She is one of the longest serving member
of Sanderson Team India. As a Design Head she has successfully executed many Landmark projects for
Sanderson Group. Along with her skillful Knowledge and experience over the years she has graded the
responsibilities of Design head for Sanderson Group.

Design Head.
Sanderson Group India pvt. ltd



SAKSHI WADAYE

Nationality: Indian
Qualifications:
Bachelors Degree in Applied Art,
Work Experience:
8 years in the Field of Art and design
Core Competencies:
Theme Concept Designing & development, Multimedia Presentations,
Supervision of Art and Themed environments.
Recent Responsibilities & duties:
Senior Illustrator.
Hasi Land Park, Agri - Gold, Vijayawada, AP, India, Vgo Universal Kingdom, Chennai, India, Kingdom of
dreams-GINC-Delhi-India, Howzatt Micro-Brewery, Delhi, India, IFA Buzz Cafe, Mumbai.
Overview:
Oct 2004 - Present: Senior Illustrator, Sanderson Group (India) Ltd.
Sakshi joined Sanderson Group as an Illustrator in 2004. Her first Project for Sanderson Group was
'Hasi land' Park. Since then she has been an integral part of theme team and has played a crucial role in
successfully executing all the projects. In 2005 she was promoted as a Senior Illustrator and since then has
been a Prominent Part of all the major Projects for Sanderson Group (India) Pvt Ltd.

Senior Illustrator.
Sanderson Group India pvt. ltd



VENUS D'MELLO

Nationality: Indian
Qualifications:
Bachelors Degree in Commercial Arts,
Work Experience:
3 years in the Field of Art and design
Core Competencies:
Theme Concept Designing & development, Multimedia Presentations, Digital art and rendering, Supervision of
Art and Themed environments.
Recent Responsibilities & duties:
Illustrator.
Hasi Land Park, Agri-Gold, Vijayawada, AP, India, Vgo Universal Kingdom, Chennai, India, Howzatt Micro-
Brewery, Delhi, India, IFA Buzz Cafe, Mumbai.
Overview:
June 2007 - Present: Illustrator, Sanderson Group (India) Ltd.
Venus joined Sanderson Group in 2007 after Completing his Bachelor's Degree in Commercial Art from St.
Francis Institute of Art & Design, Mumbai. Since 2007 he has been actively involved in all the major Projects of
Sanderson Group. As a part of 'HasiLand' Park Project he Played a Prominent role in Designing the Amusement
zones and the popular rides like Ghost Hunters and Rail-chase. Venus possess Strong Technical Knowledge in
Theme Design and Art which has made him an integral Part Of Sanderson Group Theme Team.

Illustrator.
Sanderson Group India pvt. ltd