

Secret Aura

— BEACH RESORT PLOTS —



SECRET
AURAA

ECR 6 WAY



60 FEET OMR-ECRLINK ROAD

ABOUT THE PROJECT

sECRet Auraa is a collective of ready to construct plots that invite a high standard of living in Nemeli, a locality which is close to kovalam. The location is a perfect choice for a great investment opportunity where the investment will multifold in a shorter span of time.

173 Luxury Beach Resort Plots - Area Range 591 - 5345 SQ.FT

WHY BUY SECRET AURAA?

Invest in sECRet Auraa Plots for unmatched growth potential near Chennai's new satellite township. Strategically located with seamless connectivity, these ready-to-build plots offer high appreciation value, making them the ideal choice for future-forward investors. Don't miss the chance to own land in a rapidly developing hub !



KOVALAM BEACH



THIRUVIDANTHAI TEMPLE



THIRUPORUR TEMPLE



PROPOSED KALAINAR
CONVENTION CENTER

Brand Fidelity

Our company was founded with a vision to provide spacious, secure, and beautiful homes not only to the affluent but also to the economically middle and lower-middle classes, ensuring comfort and opportunities for all. To achieve this, we offer projects at exceptionally low prices, making them affordable for everyone.

Our dedication to excellence has earned us numerous awards, reflecting our hard work, integrity, and commitment to sustainability. However, our greatest reward lies in having provided homes to countless families, offering not just shelter but also security and livelihood. Through our plots and houses, we have left an indelible mark on generations to come. For us, a house is more than just bricks and mortar; it's a symbol of progress and prosperity, a legacy for future generations to cherish.

20+

YEARS &
COUNTING

100+

RESIDENTIAL &
COMMERCIAL PROJECTS

3M+

SQUARE FEET OF
CONSTRUCTION

5000+

FAMILIES
TRUST

Awards & Recognitions

StepsStone Promoters is honoured & proud to be recognised by the most prestigious Awards.



Real Estate Award



Global Quality Award



Construction Industry Award



Builders Association of India



Times Business Awards - 2023

Our Charismatic Visionary

He authored the book called REALITY OF REAL ESTATE, which illustrates how to avoid pitfalls in buying a first home. As a property coach and a YouTuber, he educates and guides the key things, tips, myths, etc in real estate and in investment. Mr. K. Mothish Kumar is also now a YouTuber, (37900 subscribers) to create awareness and instill knowledge about the real estate sector and proper buying to common people.



www.youtube.com/@mothishkumarpropertycoach6571/videos

Rtn. Mothish Kumar K
Founder & Managing Director
StepsStone Promoters Pvt. Ltd.



WHY LAND IS A GREAT INVESTMENT



Land is a tangible asset



Great returns on
safe investment



Become a proud land owner



A perfect investment for
your family's future



Build customized homes based
on your taste and preferences



An investment for
your future retirement

PROXIMITIES

NEAR BY SCHOOLS

- BHARATHY VIDYALA (5 MINS)
- BKM SCHOOL (10 MINS)
- ST. JOSEPH'S SCHOOL (10 MINS)
- CHETTINAD SARVALOKAA SCHOOL (15 MINS)
- GOVT ARTS & SCIENCE (5 MINS)
- CHETTINAD COLLEGE (10 MINS)

NEAR BY HOSPITALS

- RAKSHITH HOSPITAL (5 MINS)
- APOLLO DIAGNOSTICS (10 MINS)
- CHETTINAD HOSPITALS (15 MINS)
- GLOBAL HOSPITAL (35 MINS)
- CHETTINAD HEALTH CITY IT (15 MINS)

GREAT NEWS - THE FUTURE IS GOOD



PRICES GREW 3X IN A DECADE



KELAMBAKKAM
10Mins

SHOLINGANALLUR
5Mins

KOVALAM
2Mins

NEELANKARAI
20Mins

THIRUVANMIYUR
30Mins

Stepsstone ecr has perfected the concept of idealistic living spaces for you and your family. Elegantly designed to cater to every unique aspect of your lifestyle, this project offers 173 luxury villa plots ranging from 591 sq.ft to 5345 sq.ft. Each plot's shape and size have been meticulously engineered to suit the comfortable luxury villa design of your dream home, ensuring an ideal blend of elegance and functionality for a truly exceptional living experience.



VENICE THEMED ARCH



CHILDREN'S PLAY AREA



26000 SQ.FT GREEN PARK



ECR - OMR LINK ROAD

THE ECR METRO IS COMING...

Seamless access to IT hubs and the city. Future-ready investments start here.



OMR BYP RD

Entrance Arch	Badminton Court	Volleyball Court	Hip Twister
Duck Spring	Walking Track	Kids-Sand Pit	Park Bench
Net Rock Climber	Tire Playground	Multi Play Station	Pebble Stone
Seesaw	Double Arch Swing	Merry-Go- Round	
Solar Street Light	Planter Box	Swing Frp	
Kerb Stone	Compound Wall	EB Street Light	
Water Connection	Paver Road	Security Room	

Plot No.	PHASE - I	
	SO.M	SO.FT
1	77.83	77.83
2	414.72	414.72
3	200.40	200.40
4	150.13	150.13
5	144.34	144.34
6	150.13	150.13
7	150.13	150.13
8	132.50	132.50
9	132.50	132.50
10	132.50	132.50
11	113.58	113.58
12	113.58	113.58
13	113.58	113.58
14	91.04	91.04
15	91.04	91.04
16	81.38	81.38
17	81.38	81.38
18	95.04	95.04
19	95.04	95.04
20	95.04	95.04
21	95.04	95.04
22	103.68	103.68
23	103.68	103.68
24	103.68	103.68
25	103.68	103.68
26	95.04	95.04
27	95.04	95.04
28	103.68	103.68
29	103.68	103.68
30	103.68	103.68
31	103.68	103.68
32	103.68	103.68
33	103.68	103.68
34	103.68	103.68
35	103.68	103.68
36	103.68	103.68
37	103.68	103.68
38	103.68	103.68
39	103.68	103.68
40	103.68	103.68
41	103.68	103.68
42	103.68	103.68
43	103.68	103.68
44	103.68	103.68
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58	103.68	103.68
59	103.68	103.68
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63	103.68	103.68
64	103.68	103.68
65	103.68	103.68
66	103.68	103.68
67	103.68	103.68
68	103.68	103.68
69	103.68	103.68
70	103.68	103.68
71	103.68	103.68
72	103.68	103.68
73	103.68	103.68
74	103.68	103.68
75	103.68	103.68
76	103.68	103.68
77	103.68	103.68
78	103.68	103.68
79	103.68	103.68
80	103.68	103.68
81	103.68	103.68
82	103.68	103.68
83	103.68	103.68
84	103.68	103.68
85	103.68	103.68
86	103.68	103.68
87	103.68	103.68
88	103.68	103.68
89	103.68	103.68
90	103.68	103.68
91	103.68	103.68
92	103.68	103.68
93	103.68	103.68
94	103.68	103.68
95	103.68	103.68
96	103.68	103.68
97	103.68	103.68
98	103.68	103.68
99	103.68	103.68
100	103.68	103.68
101	103.68	103.68
102	103.68	103.68
103	103.68	103.68
104	103.68	103.68
105	103.68	103.68
106	103.68	103.68
107	103.68	103.68
108	103.68	103.68
109	103.68	103.68
110	103.68	103.68
111	103.68	103.68
112	103.68	103.68
113	103.68	103.68
114	103.68	103.68
115	103.68	103.68
116	103.68	103.68
117	103.68	103.68
118	103.68	103.68
119	103.68	10

Plot No	PHASE - 2	
	SQ.M	SQ.FT
1	80.28	864
2	69.44	747
3	69.96	753
4	71.18	766
5	63.67	685
6	63.87	688
7	63.50	684
8	68.93	742
9	119.40	1285
10	109.67	1181
11	112.46	1211
12	110.51	1189
13	157.53	1696
14	114.19	1229
15	127.64	1374
16	111.71	1202
17	107.48	1157
18	94.54	1018
19	94.54	1018
20	95.91	1032
21	97.66	1051
22	127.07	1368
23	131.03	1410
24	101.46	1092
25	101.46	1092
26	101.46	1092
27	101.46	1092
28	101.46	1092
29	96.78	1042
30	90.95	979
31	95.60	1029
32	101.46	1092
33	101.46	1092
34	101.46	1092
35	101.46	1092
36	101.46	1092
37	131.70	1418
38	74.42	801
39	78.28	842
40	72.90	785
41	91.07	980
42	110.51	1189
43	138.23	1488
44	133.36	1435
45	115.67	1245
46	121.63	1309
47	114.38	1231
48	113.25	1219
49	118.04	1271
50	112.04	1206
51	73.79	794
52	60.24	648
53	60.42	650
54	112.97	1216
55	107.06	1152
56	81.17	874
57	81.17	874
58	107.06	1152
59	142.07	1529
60	135.19	1455
61	118.50	1276
62	123.69	1331
63	156.53	1685
64	157.72	1698
65	135.61	1460
66	138.08	1486
67	207.76	2236
68	168.82	1817
69	168.36	1812
70	165.71	1784
71	152.60	1643
72	145.99	1571
73	114.00	1227
74	55.72	600
75	55.48	597
76	58.74	632
77	61.00	657
78	61.00	657
79	75.35	811
80	85.06	916
81	87.00	936
82	134.09	1443
83	206.43	2222
OU-1	159.93	1721
OU-2	264.47	2847
OU-3	247.00	2659

Plot no	PHASE - 3	
	Area in Sq.M	Area in Sq.ft
1	102.25	1101
2	85.21	917
3	85.21	917
4	104.49	1125
5	79.71	858
6	84.26	907
7	78.46	844
8	92.04	991
9	133.37	1436
10	304.88	3282
11	130.75	1407
12	107.15	1153
13	107.15	1153
14	107.15	1153
15	107.15	1153
16	106.44	1146
17	106.44	1146
18	61.95	667
19	61.95	667
20	61.95	667
21	61.95	667
22	61.95	667
23	73.29	789
24	176.66	1902
25	165.09	1777
26	165.56	1782
27	163.88	1764
28	117.35	1263
29	99.43	1070
30	117.47	1264
31	56.36	607
32	68.14	734
33	62.72	675
34	57.25	616
35	57.25	616
36	57.25	616
37	59.08	636
38	49.71	535
39	49.71	535
40	46.87	505
41	181.63	1955
42	201.41	2168
43	163.28	1758
44	152.11	1637
45	88.22	950
46	97.62	1051
47	194.06	2090
48	180.21	1940
49	176.00	1894
50	160.10	1723
51	77.97	839
52	98.54	1061
53	97.15	1046
54	135.32	1457
55	119.08	1282
56	104.40	1124
57	419.03	4510
58	77.69	836
59	74.56	803
60	70.38	758
61	73.94	796
62	117.24	1262
63	120.03	1292
64	57.47	619
65	55.73	600
66	201.32	2167
67	190.15	2047
68	190.15	2047
69	217.21	2338
70	85.25	918
71	71.15	766
72	71.15	766
73	71.15	766
74	71.15	766
75	72.22	777
76	181.82	1957
77	170.19	1832
78	303.86	3271
79	193.34	2081
80	192.22	2069
81	368.59	3968
82	366.85	3949
83	170.06	1831
84	122.43	1318
85	101.34	1091
86	122.85	1322
87	113.73	1224
88	130.89	1409
89	130.89	1409
90	112.61	1212
91	133.91	1441
92	176.96	1905
93	142.11	1530
94	131.87	1419
95	144.21	1552
96	128.24	1380
97	112.23	1208
98	114.72	1235
99	106.54	1147
100	90.15	970
OU-1	524.87	5650
OU-2	107.79	1160
OU-3	42.33	456
OU-4	54.58	588

LIC HFL
LIC HOUSING FINANCE LTD



10% At the time of booking
40% At the time of agreement
50% 15 Days from booking for registration



DTCP NO : 103/2025
RERA NO : TNRERA/35/LO/4386/2025



DTCP NO : 137/2025
RERA NO : TN/35/LAYOUT/2747/2025

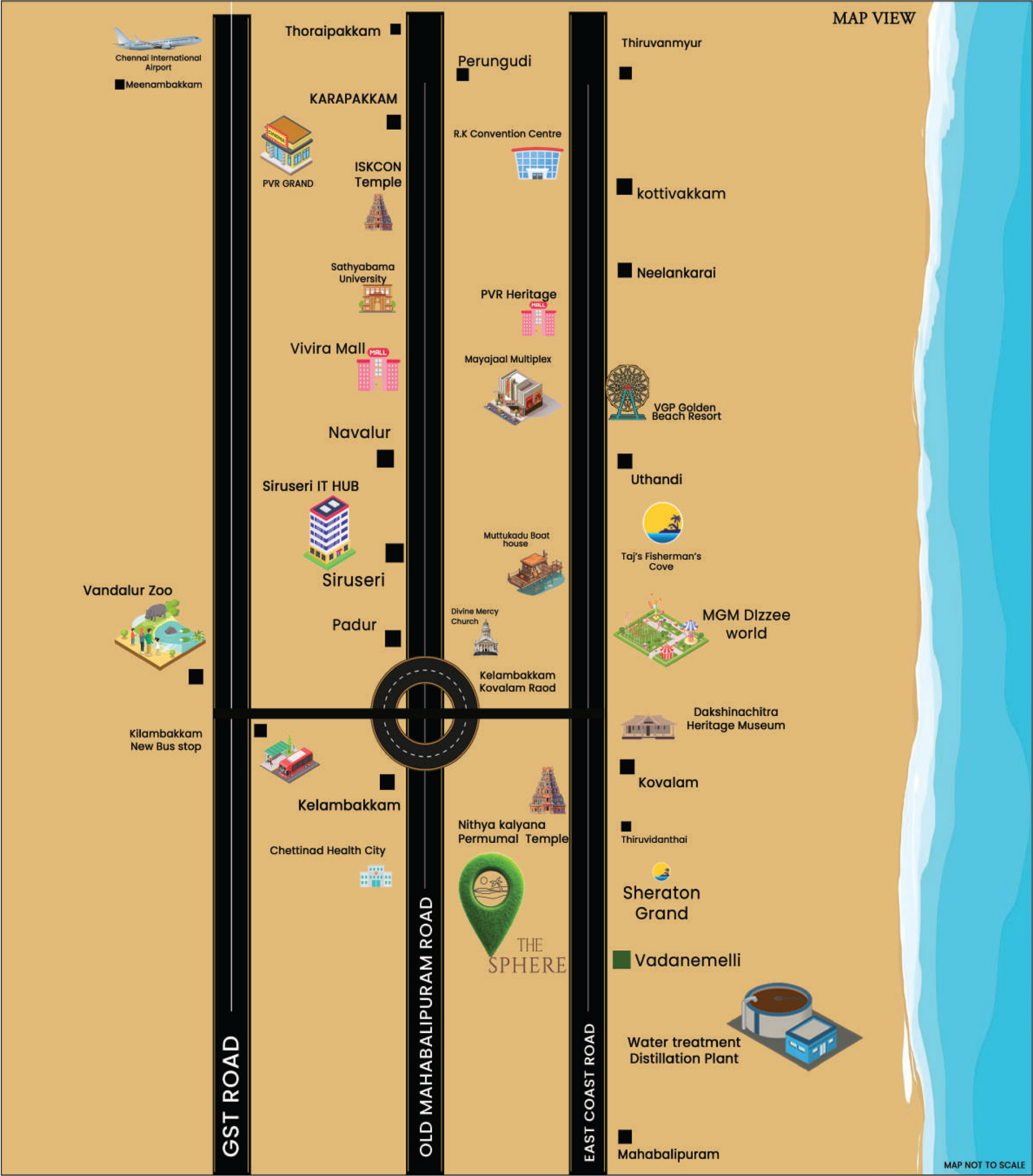
ECR 6 WAY LINE

BAY OF BENGAL



ECR nestled just off the vibrant ECR stretch in Nemmeli, holds a prime advantage in the rising demand for premium plotted developments. As government-backed infrastructure projects like the Muttukadu Boat House redevelopment, Sports City, and new cultural centers emerge nearby, land values are poised to surge.





StepsStone®
Start living

CALL: 86820 89820 | 044-4354 0080

Corporate Office : 1/1, Sakthi Nagar 2nd St, Choolaimedu, Chennai 600094



TN RERA NO:
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<https://rera.tn.gov.in>
HEAD OFF-NO: 1/1, Sakthi Nagar 2nd St, ThiruvalluvarPuram,
Choolaimedu, Chennai, Tamil Nadu 600094



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