organo®

Newsletter
November 2026

ORGANO ANTHARAM 07

Discover how nature and thoughtful design shape everyday living.

What Is Real Luxury?

Clean air. Water you can trust. Time with loved ones. And the freedom to enjoy what truly matters.

EVERY DROP HAS A PURPOSE 13

A closer look at how water conservation supports a more sustainable way of life.

THE LUXURY OF UNHURRIED TIME 18

Dr. Anand Prasad on slowing down, reconnecting with nature and making time for family.



Rurban Home Expo

What is real luxury?

A home designed for thoughtful living.

Explore Organo Eco-Habitats

12th–13th December | The Westin, Hyderabad

Scan to Register

+91 87490 93000 I organo.co.in



Contributors

Organo Eco Habitats:

Meena Murugappan

Other Contributors:

Vanaja Banagiri
Pandu Ranga Rao, Organo Antharam Resident
Rishabh, Photojournalist, Organo Eco Habitats



Intent of the Newsletter

The Organo Newsletter is an exclusive space where we share stories, experiences, ideas, and perspectives inspired by sustainable living, nature, wellness, and mindful community life. Through every issue, we hope to celebrate the spirit of conscious living that brings us together.

Maybe you'd like to contribute a poem, a story, food and garden hacks, recipes, an article or a point of view on sustainable living?

All contributions are welcome!
Mail us at:
marketing@organo.co.in

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CEO FOREWORD

What Is Real Luxury?

Dear Organo Community,

For a long time, luxury has been associated with what all we could own. A larger home, a recognised brand, or something that set us apart. These became symbols of success, and measures of how far we had come. But have we overlooked what makes daily life truly rich?

As our cities expand and our lives become more convenient, the very essentials that sustain us are becoming increasingly uncertain. Clean air, access to water and power when we need it, and even time for ourselves. Things that once came naturally now demand conscious effort, planning, and resources. Perhaps this is where **what we call real luxury today deserves a rethink.**

At Organo, these are the very things we have chosen to build our communities around. Clean air to breathe every day. Food growing close to home with families witnessing its journey. Homes that welcome natural light and draw power from the sun. Rainwater harvested and conserved for water security which is fundamental to life. Nature, that is part of everyday living, with room to explore and simply be outdoors.

And beyond these essentials lies something equally valuable. The luxury of time and belonging. Time for an unhurried evening with family. For children to grow up outdoors and discovering the world around them. For families to come together, and neighbours to become friends through the simple act of sharing everyday life.

These experiences shape everyday life at Organo. Every community is thoughtfully designed to make room for them. This edition invites us to reflect on what real luxury means today, and perhaps reconsider what makes a life truly rich.

Warm regards,

Nagesh Battula
Founder & CEO, Organo Eco Habitats

“Material luxury loses its meaning when the essentials of life become uncertain.”



Slow Living in Pictures

PANDU RANGA RAO
ORGANO ANTHARAM RESIDENT













RISHABH

PHOTOJOURNALIST, ORGANO ECO HABITATS













ORGANO ANTHARAM

Real Luxury, Lived Every Day

What if luxury was measured by the quality of an ordinary day? By waking up to fresh air and sunlight, knowing where the food on your table comes from, having people to share your day with, and finding time for yourself without having to plan for it.

At Organo, this understanding forms the very foundation of community design. At Organo Antharam, it is reflected in the way homes, natural resources and shared spaces come together to make everyday living more fulfilling.



A Home That Lives With Nature

The experience begins at home. Large windows and doors invite daylight and fresh air indoors, while balconies open towards the surrounding greenery.

The staggered arrangement of homes, biofencing and green cover are planned to strengthen this relationship with nature. These choices allow residents to experience the outdoors throughout the day, making cleaner air and natural comfort a part of home rather than something sought elsewhere.



Knowing What Nourishes You

The connection continues at the dining table. There is a certain reassurance in knowing where your food comes from, how it was grown and what went into producing it.

The common farms, tended by a dedicated team that uses only natural farming methods, brings this understanding closer to residents. Food becomes more than something purchased and consumed. It becomes a connection to the soil, the seasons and the people who grow it.

This relationship also extends to the surrounding region through opportunities for local employment.



The Freedom to Live Responsibly

Behind these everyday experiences are systems designed to care for essential resources.

Solar power, supported by battery energy storage, contributes to the community's electricity needs. Rainwater is harvested, while wastewater is treated through the Eco Sewage Treatment Plant for reuse.

These systems allow residents to participate in a more resource-conscious way of living without having to manage every process themselves.



More Time for What Matters

With everyday essentials thoughtfully addressed, life has more room for people and personal interests that are cradled by the various cluster clubs. They also bring the neighbours together around different activities, while the Hive provides a larger setting for recreation and gatherings. Familiar faces, shared interests and spontaneous conversations can gradually become part of daily life.



The Organo Facilities Management team looks after the community's upkeep, giving residents greater freedom to spend their time as they choose.

This is what real luxury means at Organo Antharam. A life where nature is close, food is understood, resources are cared for, and relationships have room to grow. Above all, it is having the comfort and freedom to enjoy more of every day.

SHORT STORY

The Feast of Ordinary Things

Perhaps the greatest luxuries are the ones that make an ordinary day extraordinary.



The invitations had gone out three weeks ago. The menu had been discussed, the guest list revised twice, and the dining table polished until it gleamed.

It was going to be a grand evening at the Malhotra residence. Their daughter, Ira, was returning home after two years abroad, and her parents wanted everything to be perfect.

For Preeti, perfection meant a table laden with delicacies, flowers flown in from Bengaluru, fine crockery and the best ingredients money could buy.

Her husband, Vaibhav, had another concern. The air-conditioning had to work perfectly, the garden lights had to be just right, and the old mango tree near the entrance needed trimming.

Their fourteen-year-old grandson, Kabir, who had arrived a day early, seemed least interested in all the arrangements.

On the morning of the dinner, he followed Preeti into the kitchen.

"Where did these vegetables come from, Nani?"

"The organic store, of course." "But where were they grown?" Preeti paused. She had no idea. "And the milk? The rice? The fruit?"

"Why all these questions today?" she laughed.

Kabir shrugged. "Just wondering. We have so much food, but do we know where any of it comes from?"

Later that afternoon, while the caterers were setting up, Kabir stepped into the garden. He returned with a small basket of mangoes from the old tree.

"These are better than the ones we bought," he announced.

Preeti tasted one. It was imperfectly shaped, slightly bruised on one side, but wonderfully sweet.

That evening, the guests began arriving. The house filled with familiar voices, laughter and the comforting chaos of a family reunion.

Ira walked in to a chorus of greetings. Her father embraced her, her mother held her face between her palms, and Kabir practically dragged her towards the garden.

"Come outside. The air is lovely."



They stood beneath the mango tree for a while. There was no traffic noise, no hurried conversation, just the rustle of leaves and the distant sound of a koel.

Ira closed her eyes. "I had forgotten what this feels like."

"What?" asked Vaibhav. "Being able to step outside and breathe. Really breathe. Not just walk from one air-conditioned building to another."

Vaibhav looked around. He had spent years improving his home, but perhaps he had never quite considered the value of the air surrounding it.

Dinner was served. The food was plentiful, the conversations animated and the evening stretched on. Ira spoke about her travels, her work and the places she had lived. But when Preeti asked what she had missed most, her answer surprised everyone.

"Home. The food, the familiar faces, the garden. Knowing that there is always someone to come back to."

Kabir grinned. "And Nani's mangoes!"

Everyone laughed.

Much later, after the guests had left, Preeti and Vaibhav sat at the dining table. There was food left over, flowers beginning to droop and a house that had finally fallen silent.

Preeti looked at the mangoes in the basket.

"We spent so much time planning tonight," she said. "But the things everyone enjoyed most were the ones we didn't plan." Vaibhav smiled.

He thought about the evening. The food that tasted of home. The air beneath the old tree. The familiar voices around the table. The simple comfort of knowing that the people he loved were safe, happy and close.

For years, he had thought of luxury as something he could add to his life. A larger home, finer things, more memorable holidays.

But perhaps there was another way to measure it.

To know that the food on your plate is safe and nourishing. To live where the air is clean enough to enjoy an evening outdoors. To have water you can depend on. To be surrounded by people who make an ordinary day feel special. And to have the time to enjoy all of it.

The next morning, Preeti made a decision. The kitchen garden that had been little more than a decorative corner would become a place to grow vegetables. Vaibhav began looking into ways to nurture the trees and conserve water. Ira promised to visit more often.

Nothing dramatic changed overnight. But something about the way they thought about their home had changed.

Perhaps a truly rich life is not built around the things we display, but around the things we nurture.

And perhaps the finest homes are those where nature has a place at the table, good health is part of everyday living, and the people we love never feel like visitors.

Because the real luxury of life is not reserved for special occasions. It is found in the everyday privilege of living well, together.



Where Everyday Life Comes Together

The Central Commons at Eco Hub

A village rachabanda, a town marketplace, a public square. Throughout history, these places have served a purpose beyond their physical boundaries. People exchanged knowledge, shared experiences, celebrated traditions and built relationships. The Central Commons at Eco Hub draws from this idea, bringing together spaces that make participation a natural part of everyday life.



Designed for Encounters

Shaded walkways, open courtyards, wide verandahs, native trees and water features shape how people move through the Commons. Rather than separating activities into isolated destinations, the design connects places for learning, recreation, work and relaxation.

A parent attending a children's workshop might stop at the café. Someone visiting the farmers' market could discover products made in a nearby village. Such unplanned encounters create opportunities for relationships and ideas to grow.



A Place That Changes Through the Day

The Commons is envisioned to serve different needs from morning to evening.

Early hours bring walkers, yoga sessions and fresh produce from nearby farms. As the day progresses, outdoor workspaces, meeting areas and flexible work pods accommodate professionals and entrepreneurs. Children explore discovery spaces while workshops and community programmes bring people together.

By evening, the amphitheatre, event lawn and food spaces offer settings for performances, conversations and shared meals.

Its strength lies in accommodating many activities without depending on a single purpose.



Where Food, Culture and Enterprise Meet

The farmers' market, community kitchen and café connect everyday dining with local agriculture. Cooking workshops and seasonal harvest celebrations offer opportunities to understand food, support growers and share traditions.

The Great Room extends this spirit of participation. Designed as a shared gathering space, it can host village meetings, entrepreneurial discussions, children's performances and community celebrations.

Music, craft, storytelling and regional festivals find a place here, allowing cultural traditions to remain active experiences rather than occasional displays.



One Connected Ecosystem

The Commons also connects Eco Hub's wider districts dedicated to learning, health, food, enterprise, hospitality, culture and ecology.

A visit for a workshop could lead to a market purchase, a professional collaboration or an evening cultural programme. Each experience opens possibilities for another.

Perhaps true luxury is not simply having more spaces to access, but having more meaningful ways to participate in the life around us.



Every Drop Has a Purpose

Saving Water Today, Securing a Sustainable Tomorrow

88,719 KL

RAINWATER STORED

Capturing seasonal rainfall to extend water availability beyond the monsoon, reduce dependence on external water sources and sustain greener community landscapes.



8,360 KL

WASTEWATER TREATED

Treating used water for reuse in non-potable applications, giving it a second life while reducing the demand for freshwater.





WHY IT MATTERS

Greater Water Security

Strengthening water availability throughout the year.

Greener Landscapes

Supporting thriving community green spaces.

Reduced Freshwater Dependence

Conserving valuable natural water resources.

Healthier Ecosystems

Supporting ecological balance and biodiversity.

Responsible Resource Use

Making better use of every drop of water.

Resilient Communities

Building a more sustainable relationship with natural resources.

At Organo, every drop conserved today contributes to a more water-secure and sustainable tomorrow.



Model Home | Front Elevation

Moments at Organo

From shared meals and festive traditions to birthdays and evenings around the bonfire, every gathering brings people closer. These moments, big and small, are what make a community feel like home.



Anokhi Mehfil



Hands in Clay



Cake & Cheer



Eka Tatva 2026



Pickleball Event



Sufi Nights

News from Organo

Eka Tatva : Antardrishti Q2

Looking Within to Build Better, Together

Centred on the theme of Antardrishti : Looking Within, Eka Tatva FY 27 Q2 brought Organo's teams together to reflect on progress, evaluate commitments and identify opportunities for growth. The board presentation highlighted organisational priorities, key learnings and alignment towards shared goals. A key highlight was the Customer Success panel discussion, which explored the importance of understanding customer expectations, strengthening relationships and delivering meaningful experiences. Departmental showcases further demonstrated progress in process improvements, cross-functional collaboration, AI and digitisation initiatives. More than an internal review, Antardrishti reflected Organo's culture of introspection, accountability and continuous improvement, reinforcing its commitment to creating lasting value for customers, partners and communities.



Anokhi Mehfil : Crafts, Conversations and Music

Where Craftsmanship Finds an Audience and Culture Comes Alive

Organo Antharam hosted Anokhi Mehfil on October 31 and November 1, bringing together artisans, makers, residents and visitors to celebrate traditional craftsmanship and cultural exchange. The event aimed to create meaningful connections between creators and the community while bringing handmade art and indigenous crafts into the spotlight.

Visitors discovered the stories behind handlooms, wood jewellery, pottery, brassware, dried flower art and handcrafted home décor. Live pottery sessions offered a glimpse into traditional artistry, while curated art and home collections celebrated creativity. Eat Street introduced guests to local flavours, and the evenings came alive with a soulful Sufi performance and a live flute recital.

Beyond the festivities, Anokhi Mehfil provided independent artisans with a platform to showcase their work and reach new audiences. For visitors, it was an opportunity to discover local craftsmanship, connect with cultural traditions and experience the joy of community togetherness.



A Golden Milestone for Organo Antharam at the Architecture AMA Awards 2026

Two Gold Awards. One Vision That Inspires.

Marking a proud milestone, Organo Antharam – The Rurban Community received Gold in the Residential Building category at the Architecture AMA Awards 2026. Adding to this achievement, Organo Aloor also secured Gold in the Villa Building category. These recognitions celebrate the architectural vision brought to life by FHD India, recognising the thoughtful design, innovation and context-responsive approach behind both developments. For Organo, this is more than an award; it is a meaningful recognition of our commitment to creating spaces that respect their surroundings, celebrate community living and go beyond conventional housing. A proud achievement for our teams and collaborators, inspiring us to continue shaping a more thoughtful and sustainable way of living.





Model Home | Living Room

The Luxury of Unhurried Time



Dr. Anand Prasad & Dr. Namrata

Paediatric Specialists

Dr. Anand Prasad | Organo Rurban Lofts Custom

For Dr. Anand Prasad and his wife, Dr. Namrata, caring for children is both a profession and a part of family life. As paediatric specialists raising two children, their schedules are full, making unhurried time together especially precious.

They had admired Organo's nature-connected communities for years, though their work made moving away from the city difficult. Organo Rurban Lofts offered a different possibility: a retreat where they could slow down while remaining connected to their everyday lives.

Their visit began with Sunday breakfast and a memorable cup of tea. Learning that the milk came from the community's goshala made the experience more meaningful. For them, it reflected the value of knowing where everyday food comes from.

For Dr. Namrata, whose childhood included visits to her mother's village near Tandur, the connection is deeply personal. She hopes their children will explore outdoors, understand how food is produced and experience some of the simplicity she remembers.

"A place where we can slow down a bit, reconnect with ourselves, and spend uninterrupted time as a family," - Dr. Anand

For now, they imagine Organo Rurban Lofts as a weekend retreat, with outdoor spaces and camping experiences their children might enjoy. Looking forward to its completion, they picture spending more time there, finding a different kind of luxury in unhurried family moments.





Model Home | Front Elevation

organo farm store
Safe & Witnessed

Agricultural and Market Impact

Modern food retail offers endless choices, but knowing where our food comes from and how it is produced is not always easy. The growing distance between farms and consumers has created a disconnect between people and the origins of their everyday food.

Organo Farm Store (OFS) addresses this through its philosophy of Safe & Witnessed, bringing greater transparency and traceability to everyday consumption.

With approximately 60 acres of organic farmland near Chevella, Organo cultivates seasonal vegetables, currently harvesting around 20 varieties for direct supply to its communities. This connection brings farm produce closer to consumers while encouraging awareness of seasonal eating and responsible sourcing.

The initiative extends to Organo's goshala, where indigenous Gir cows are reared. Its dairy range includes milk, A2 Gir cow ghee, paneer, cheese, butter, fresh cream and kova. Other pantry essentials are sourced through trusted, IMO-certified vendors.

By making sourcing more visible, OFS encourages consumers to make informed food choices and understand the journey behind everyday essentials.

Through Safe & Witnessed, Organo is demonstrating how communities can build closer connections with agricultural production and create a more conscious food ecosystem.

Because knowing where our food comes from should be an everyday expectation, not a privilege.



Slow Down Place
• by organo •

Cultural and Community Impact

In today's fast-paced world, meals have increasingly become routines rather than experiences. Traditional recipes are fading from everyday kitchens, families have less time to cook together, and opportunities to connect with neighbours are becoming limited. Residential spaces bring people together physically, but building a sense of belonging requires something more.

At Organo, Slow Down Place (SDP) brings people together through food, cultural traditions and shared experiences.

Rooted in the culinary traditions of Telangana and Andhra Pradesh, SDP brings regional flavours and seasonal ingredients into everyday dining. Vegetables from local farms and dairy from Organo's goshala find their way into freshly prepared meals.

Grandma's Kitchen celebrates family recipes passed down through generations, preserving not just cooking traditions but also the memories and stories behind them.

Experiences like mango festivals and Vanabhojanam, the tradition of sharing meals outdoors, encourage neighbours to exchange stories, discover food traditions and build meaningful relationships.

Through SDP, Organo demonstrates that community living goes beyond shared spaces. It is about creating experiences that connect generations, preserve traditions and nurture a sense of belonging.

Because the best community memories are often made around a shared table.



Learning from the Gifts of Nature

A tomato tastes different when you have watched it grow.

For a child, planting a seed and returning to check its growth each day is a first lesson in patience, curiosity and where food comes from. The experience stays with them long after the harvest.

At Organo Et School, we see real luxury through the opportunities children have to experience life for themselves. To ask why earthworms appear after rain, watch birds build nests, discover the importance of a tree's shade and understand where yesterday's vegetable scraps go. The outdoors becomes a place to question, experiment and connect.

Such experiences shape more than knowledge. They build confidence in exploring unfamiliar things, care for living beings and an understanding that our choices affect the world around us. And often, it is the little measures that matter: saving a bucket of water, returning peels to the compost pit, tending a sapling or sharing a harvest. Small actions become habits. Habits become a way of living.



There is also richness in growing up among people. Shared tasks, play, conversations with neighbours and learning across generations teach children cooperation and belonging in ways no lesson alone can.

Perhaps the greatest gift we can offer children is the chance to grow up curious, capable and connected to the world they inhabit. It begins with the little things they learn to notice, value and care for.





A Page for Curious Minds: The Little Luxuries Edition

What makes a day feel special? A cool breeze, food grown with care, a good friend and time together. Discover the little luxuries hiding all around you.

Little Luxuries, Hidden Clues

Riddle - 01

I cannot be wrapped, yet I make a lovely gift. Spend me with someone, and I become a memory.

What am I?

_____



Riddle - 02

I arrive without knocking, lift curtains without hands and make a hot afternoon feel kinder.

What am I?

_____

Riddle - 03

I hide between rocks below your feet. Rain helps refill me, and wells can draw me out.

What am I?

_____

Find the Word

Look closely! Find these six words hidden across, down and diagonally in the grid.

BREEZE, WATER, HARVEST, SHADE, FRIENDS, TIME

S	E	D	A	H	S	P	E
D	C	C	A	V	G	Z	H
N	A	S	Y	D	E	U	T
E	W	A	T	E	R	P	Y
I	H	A	R	V	E	S	T
R	I	B	O	Y	F	Y	F
F	V	E	E	I	M	L	F
P	T	I	M	E	U	N	W

From Garden to Table

Colour this family harvesting vegetables together. Add your own details: birds, butterflies, a watering can or your favourite vegetable.



Do You Know?

Can Nature Help Your Brain Focus?

A walk through greenery can give your brain a break from constant demands. Research shows that spending time in natural settings can improve attention and memory. Scientists study this through Attention Restoration Theory.

"Sometimes, better focus begins with a walk."



Find the Path to Real Luxury

Find the Path to Real Luxury

Guide the child from a crowded, polluted and disconnected neighbourhood to a calm Organo community. Watch carefully and avoid the paths that lead to noise, traffic and unhealthy surroundings.





My Little Luxury

What makes your day truly special? A favourite tree, a home-cooked meal, your pet or time with someone you love?

Capture your little luxury through a photograph or drawing and tell us why it makes you happy.

With an adult's help, post it on Instagram and tag **@organo_rurbanliving** and **@organo_et_school.**

Selected entries will be reposted.

The picture with the most likes wins free access to one **Organo Et School Microgreens Workshop.**

Answers will be shared on the inner back cover.

Project Progress

organo ANTHARAM



CHINTHAPALLE CLUSTER



TANGEDUPALLE CLUSTER

organo DAMARAGIDDA



JAAMA VEEDHI & MAAMIDI VEEDHI CLU



TRIBE CLUB AND ENTRANCE AREA

organo
KANDAWADA



STERS



BANTIWADA CLUSTER





RURBAN HIVE & SPORTS CLUSTER

Organo Portfolio

ORGANO NAANDI



ORGANO IBRAHIMPALLE



ORGANO ANTHARAM



ORGANO DEPALLE



ORGANO DAMARAGIDDA











Answers | A Page for Curious Minds

Little Luxuries, Hidden Clues : Riddle 01: Time, Riddle 02: Breeze, Riddle 03: Groundwater

Find the Word:

BREEZE
Diagonal up-right, Row 6 Column 3 to Row 1 Column 8

HARVEST
Row 5, Columns 2–8, left to right

FRIENDS
Column 1, Rows 7–1, bottom to top

WATER
Row 4, Columns 2–6, left to right

SHADE
Row 1, Columns 6–2, right to left

TIME
Row 8, Columns 2–5, left to right



www.organo.co.in +91 90711 23446 +91 81210 01916

ORGANO ECO HABITATS PVT. LTD.

HEAD OFFICE:

Organo Eco Habitats Headquarters,
Bearing Premises No. 6-52, Sy. No. 69/3 & 69/1,
Himayath Nagar Village, Beside VJIT College,
Moinabad Mandal, Hyderabad, Telangana - 500075

SALES OFFICE:

Plot No. 2, SY No. 146, 4th Floor,
Himayat Nagar, Moinabad Mandal,
Ranga Reddy District, Hyderabad -
500075, Telangana, India.