



*Crystal Lagoons*  
WORLD'S TOP AMENITY

# Lagoon Projects in India

## All you need to know

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*San Alfonso del Mar - Chile*

## About Crystal Lagoons

Crystal Lagoons, a leader in innovation and technology, has developed proprietary and patented pioneering sustainable technology.

As a technology company at our core, we provide a license to our Intellectual and Industrial Property and to our proprietary water quality services, protected as trade secrets. We have secured worldwide protection and are continuously developing new solutions.



### OUR STORY

Crystal Lagoons founder Fernando Fischmann dreamed of having an idyllic beach with turquoise water akin to the Caribbean at the center in his real estate development, San Alfonso del Mar.



### THE PROBLEM

No technology existed that would allow him to build a large artificial waterbody & maintain it at high transparency level.



### THE SOLUTION

Fernando Fischmann developed and patented a state-of-the-art concept and technology that allows, crystalline lagoons of unlimited sizes to be built & maintained at low cost anywhere in the globe.



### NOW

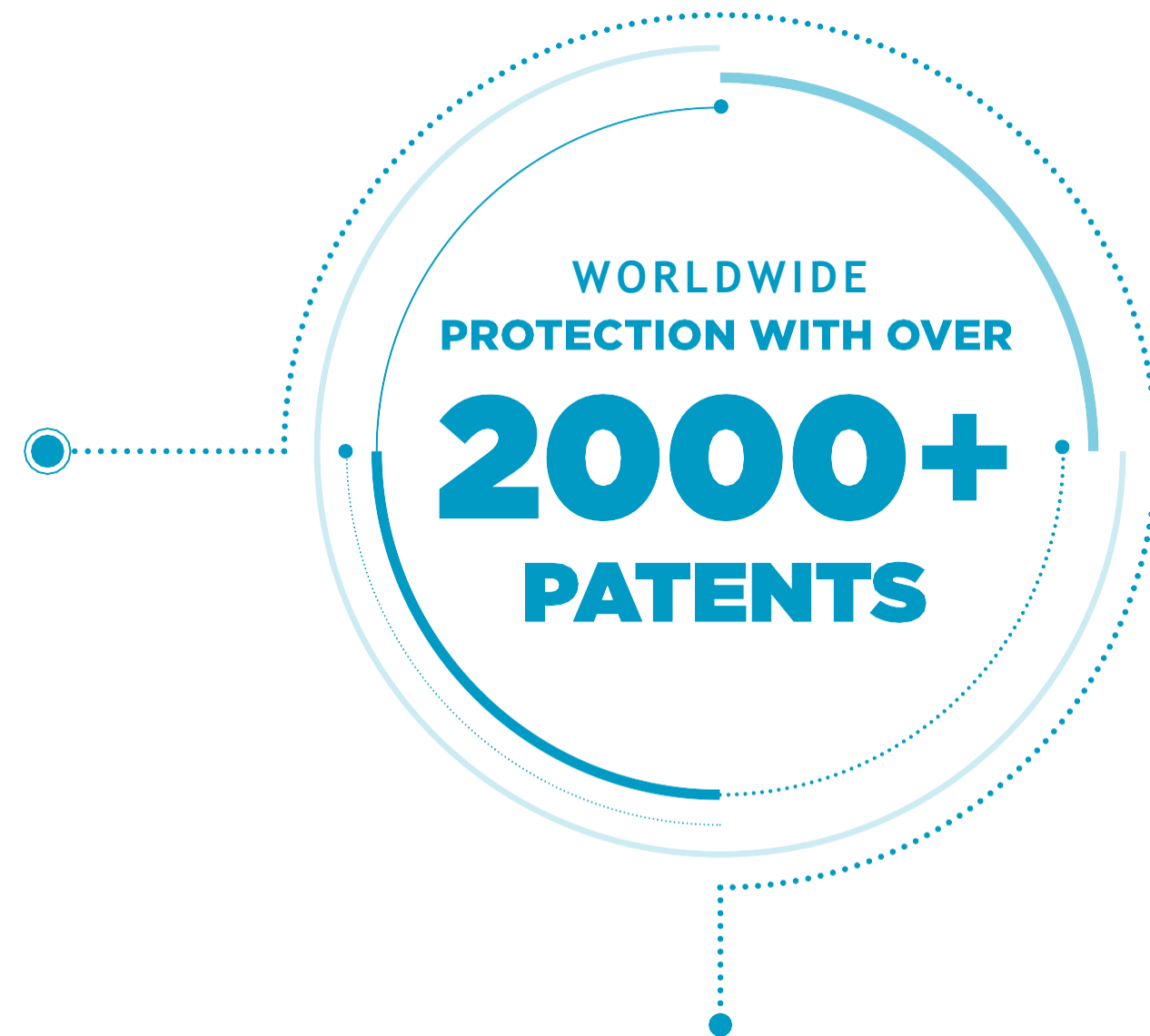
Crystal Lagoons is a multi-national company with over 2,000 patents in 190 countries and over 1,000 projects in different stages across the globe. Its signature turquoise water lagoons surrounded by palm trees and white sandy beaches are transforming cities worldwide into tropical paradises.



## The Technology

**Crystal Lagoons is a world leader in innovation and technology with over 10 years of experience.**

We have developed and patented a concept and technology that allows developers to build and maintain crystalline lagoons of unlimited size at very low cost anywhere in the world. By licensing the Crystal Lagoons® System and related intellectual property, consisting of patents, trademarks, trade secrets, copyrights, trade dress, and proprietary know-how, developers are able to include man-made lagoons in their projects and access the many benefits granted by our revolutionary business model and technology.



**in over 190 countries, as well as trademarks, trade secrets, trade dress, designs, and copyrights.**

## Globally Awarded More than 22 Worldwide



**CHAMPION OF  
CHAMPIONS**

GREEN WORLD AWARDS  
ABU DHABI  
2022



**GOLD MEDAL  
INVENTOR**

WIPO - WORLD INTELLECTUAL  
PROPERTY ORGANIZATION OF  
THE UNITED NATIONS - 2021



**ENTREPRENEUR  
OF THE YEAR**

ERNST & YOUNG  
MONTECARLO, MONACO  
2009



**BEST NEW  
BUSINESS**

GREAT MIAMI'S CHAMBER  
OF COMMERCE  
U.S., 2015



**INNOVATOR  
OF THE YEAR**

GOLD STEVIE® AWARD  
ROME, ITALY,  
2016



**INNOVATION  
AWARD**

AWARDED BY FLORIDA'S  
GOVERNOR, RICK SCOTT  
U.S., 2014



**KEYS TO  
MIAMI**

BEACON COUNCIL  
U.S.,  
2014



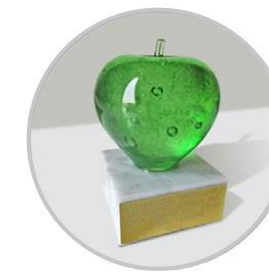
**BEST NEW  
BUSINESS**

INTERNATIONAL BUSINESS  
LEADERSHIP AWARDS  
U.S., 2015



**REAL INNOVATION  
AWARD**

LONDON BUSINESS  
SCHOOL  
UK, 2016



**SUSTAINABLE COOLING  
TECHNOLOGY**

GREEN APPLE AWARD  
UK, 2016, 2017 &  
2021

**COMPANY OF  
THE YEAR**

ENGINEERS ASSOCIATION  
2012

**THE WORLD'S LARGEST LAGOON  
GUINNESS WORLD RECORD**

SHARM EL SHEIKH - CITYSTARS,  
EGYPT, 2015

**NATIONAL ENVIRONMENT  
AWARD**

RECYCLAPOLIS FOUNDATION  
2015

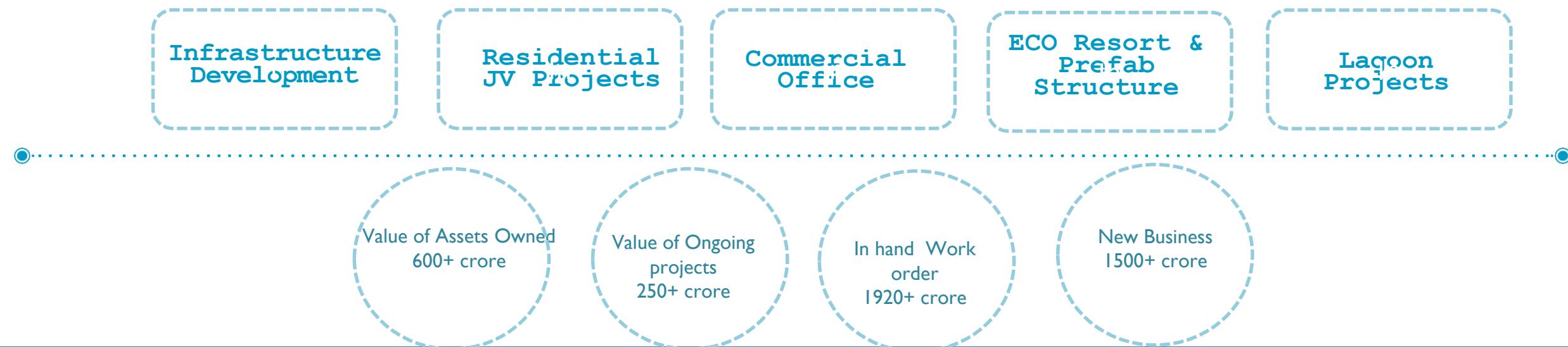
## About Champion Infratech

Champion Infratech is a real estate services & infrastructure development company in India with diversified interests throughout the value chain. This division has a history of growth and innovation in the field, including **infrastructure development, prefab homes, prefab commercial buildings, eco resorts, and upscale residential properties** in IT pockets. Over the years, we have had the opportunity to serve a wide range of clients in the real estate industry (**Developers, Government agencies, Government Bodies, Investors, and landowners**).

The strategic collaboration of all divisions of Champions Group catering to various sectors globally enables us to provide international standards of service & bring innovation to the real estate sector. Partnering with a global water technology company recently is a significant milestone and proves our passion for innovation.

Being the exclusive official partner of Crystal Lagoons® in India we will bring revolution to the sector, transforming any location into a beach paradise, and enhancing the value of new and existing developments.

### Areas we Operate





## Types of Lagoon Project

- 1** ..... ● Territory:  
Residential  
Community (High  
rise/Villa/Plot  
or Mix) usage



- 2** ..... ● Public Access Lagoon (PAL):  
for Public Access+Commercial Events



- 3** ..... ● Hybrid:  
Residential Community +  
PAL+ Commercial Events  
in demarcated areas)





## Competitive Advantage if Lagoon included in a project

1

Transformation and monetization of underutilized land.

2

Low construction and maintenance costs.

3

The use of any type of water source (fresh, salt, or brackish) and low water consumption.

4

Better cost and resource efficiency vs. other recreational alternatives:

- 100x less chemicals vs. regular pool technology.
- 2% of the energy compared to conventional swimming pool technology.
- 30x less water consumption than a golf course.
- 50% less than a park of the same size.

5

Any land can be transformed in to Lagoon & increase land potential.





## Revenue & Opportunities for a Lagoon Project

Creates an idyllic beach destination anywhere in the world.

Makes unviable projects feasible by challenging the paradigm of "location, location, location".

Increase sale price and velocity, adding value like no other amenity.

Increases hotel prices and occupancy, creates channel for Ancillary businesses

Provides differentiating edge, reducing competition & accelerating footfall

- **Territory Projects:** allows early monetization, increases sales premiums and velocity, all thanks to the competitive advantage granted by our World's Top Amenity™.
- **PAL™ Projects:** allows perpetual year-round revenue generation through ticket sales and multiple commercial income generating activities (hotels, events, concerts, retail, F&B, among others).
- **Hybrid Projects:** allows maximize the benefits from premium selling of real estate units & perpetual revenue through all PAL activities.



## Scope for Territory Projects: how project value scales up?

### Premium Selling Opportunities

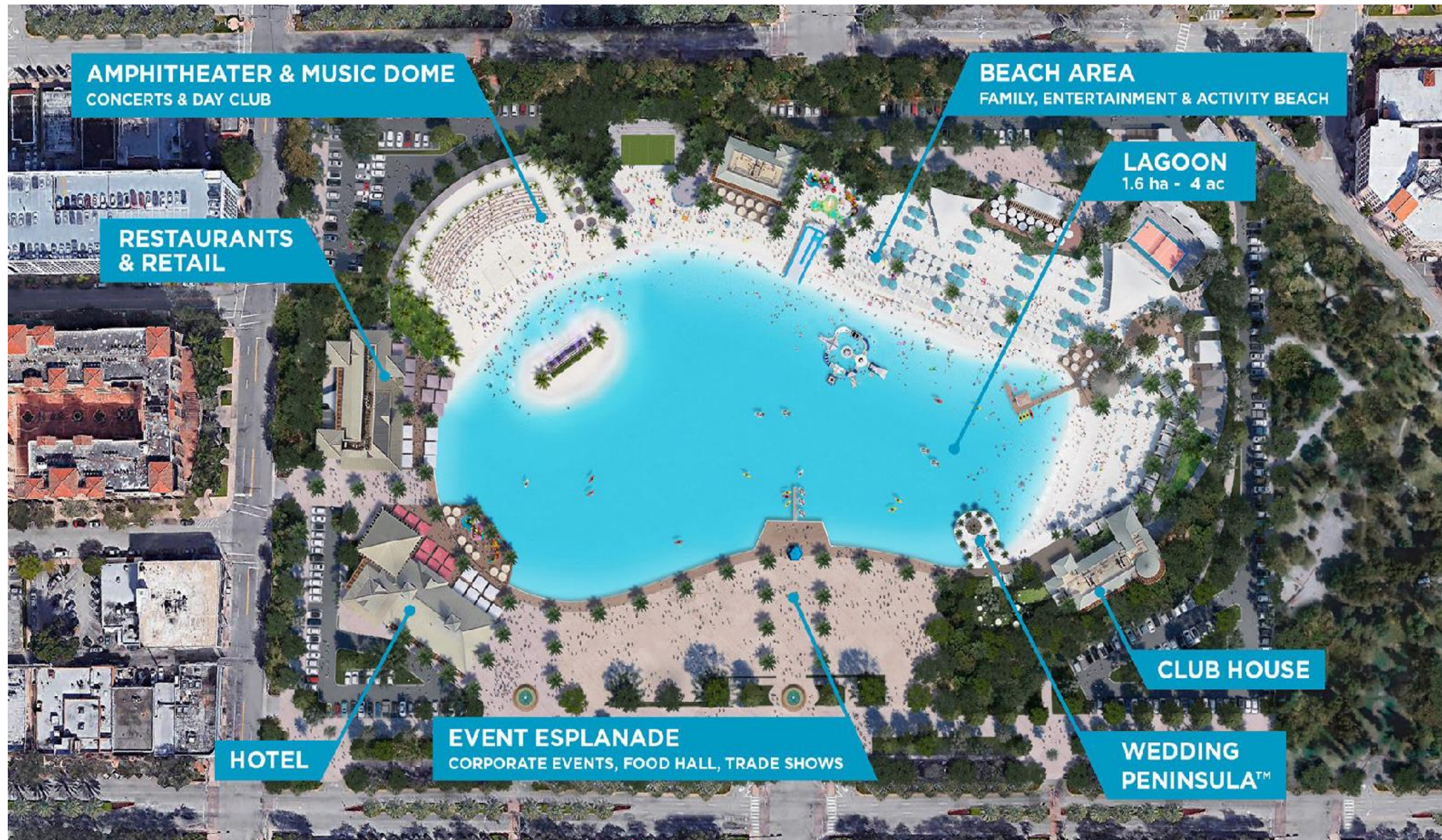
- Villa Units with Private Beach
- Beach Facing Villa Units & Condos
- Beach Facing Apartment Units
- Hospitality Partner Royalty Fee for the units for Concierge & services
- Design Partner Royalty Fee

**Pace Up the sale velocity with Premium view & Services**





## Scope of Public Access Lagoon; multi-revenue potential



**Public Access Lagoons™** development bring turquoise waters and white sandy beaches to the city, generating businesses through ticketed entry to the lagoon and year-round entertainment, including water sports, concerts, weddings, events, trade shows, day clubs, restaurants, retail, and more. **A myriad of activities can be included in the premises to push a Perennial Income Flow.**



## How is it beneficial for you?

**Are you an investor? A Real Estate Developer? Land Owner? Architect? Hoteliers? Venture Capital Firm?**

Our Offers:

- ❖ **Fractional Ownership** in the Lagoon Projects.
- ❖ **Funding Options** to High-Return Business.
- ❖ **JV Partnership** for developing a lagoon Projects.
- ❖ **Design Partnership** for Residential Lagoon Projects.
- ❖ **Hospitality & Service Partnership** for Lagoon Projects
- ❖ **Business Tie-Ups** for Public Access lagoon Projects.

**Let's Talk!**

**Lagoon projects are sustainable business model yielding very high return.  
So, let's not wait if you have underutilized capital or land.**

*World-wide Proven Cases of High ROI in Lagoon Projects.*





# Thank You

SCAN TO KNOW MORE



Reach us at

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