

EVOLVE

ED 5 - JULY 2022

A NEWSLETTER BY ASHAR

INSIDE THIS ISSUE

05 THE BEST MONSOON DESTINATIONS...

A glimpse at the various destinations whose allure gets accentuated even more during the monsoons.

04 AN ELECTRIFYING PARTNERSHIP

We envisage installing an EV Ecosystem in all our projects for end-to-end electric mobility.

10 SUPERHEROES OF ASHAR

We speak to HODs of Finance & CRM, Legal and Property Management teams to figure out what makes them so good.

[READ MORE...](#)

Season TO SAVOUR

A season that evokes a divine sense of serenity, monsoons are often associated with melancholic thoughts and relaxing conversations. It is a time where you can appreciate the sound of raindrops hitting the windowsill and be mesmerized in ecstasy.



THE WORDS OF WISE

“I HAVE A DREAM TO TRANSFORM THANE INTO A ‘ONE-OF-ITS-KIND’ 15 MINUTE CITY”



AJAY ASHAR

Chairman & Managing Director,
Ashar Group / President-Elect, CREDAI MCHI, Mumbai



Can you take us down memory lane and give us an idea of how ‘Brand Thane’ evolved?

When I was the president of MCHI CREDAI Thane, we came up with the idea to sell Thane rather than pushing or marketing our projects individually. Collectively, we marketed the city by organizing cultural programmes, lighting shows, Diwali festivals and property exhibitions. All these campaigns attracted buyers who wanted a good lifestyle in the lap of nature.

How well was this idea reciprocated by local administrators?

It was well reciprocated by every stakeholder, not just the TMC but also people. If the thought process is about collective development of a city or society, then it will be well received by even your worst enemy. If you have a concrete vision for your city, everyone will come to your aid no matter who you are. This was true in our case as both TMC and Thane’s guardian minister – Shri Eknath Shindeji – wholeheartedly supported our vision.

Can you identify the factors that make Thane vibrant today?

A city with over 30 lakes, it will never in its lifetime face water shortage. It’s connectivity with Mumbai through railways, expressways and freeways makes it one of the dearest real estate markets. However, what separates it from an investment outlook or from a home buyer’s perspective is the rationalized real estate prices and the high rental returns. From a lifestyle perspective, the locale helps people who are looking to rejuvenate themselves in the lap of nature and don’t want the hassle of the daily chaotic commute.

What is your next plan for Thane?

We want to make Thane an all-inclusive smart city where everything will be accessible in just 15 minutes. I want the place to have a true walk-to-work concept, the best professional growth opportunity, the most reputed healthcare facilities and a great education system.

In the past too, we have been at the forefront of change. We gave the city its first and biggest IT Park with a daily

footfall of 20,000 people. We introduced the Billabong High International School. We also added a 110-bed completely charitable Mahavir Jain Hospital in 2019. The hospital has so far vaccinated over 50,000+ individuals and provided care for 20,000+ in-patients. With TMC, Tata Memorial and JITO’s support, we are planning a 700-bed super specialty Tata Cancer Hospital soon.

We are also envisioning a 5 star hotel to cater to the elite class of the city. From a connectivity perspective, the metros will bring Thane closer to Mumbai. We are also proposing a lightweight monorail network for intra-city connectivity to eventually ease the traffic. Besides we are envisaging an e-bike ecosystem that will connect Ashar IT Park, business centers and Ashar residents to railway stations, metro stations and bus stands. In a nutshell, the city is soon going to redefine the shopping, recreational, spiritual, cultural and entertainment experiences for its residents. ■

EDITOR'S NOTE

THE MILLENNIAL MATTERS!

IN THIS EDITORIAL, AYUSHI ASHAR SPEAKS ABOUT HOW ASHAR GROUP STRIKES THE PERFECT BALANCE BETWEEN AGILITY, INNOVATION, WORK-LIFE EQUILIBRIUM, LOW ATTRITION RATE & POSITIVE RESULTS.

On an unpredictable and challenging environment, agility and innovation are key to staying successful. As technology and millennials become a driving force in all businesses and facets of life, we are quickly adapting to technological innovations and changing millennial aspirations. We believe that the future belongs to organisations that can lead and leverage the digital revolution and millennial mindset.

We at Ashar are also gearing up for a big leap by building a work culture that offers a flexible and translucent working ecosystem. We are building an environ-



ment that will be not only mission-driven but also collaborative with an emphasis on self-initiatives, entrepreneurial thought processes and hard work. Moreover, in consonance with our sustainability mission, we will be transforming into an ecosystem that is environment friendly, promotes health, simplifies work-life balance and is

“WE ARE PRIVILEGED TO HAVE A VERY YOUNG WORKFORCE WITH AN AVERAGE AGE OF 33 YEARS WHICH IS COMMENDABLE FOR A SECTOR LIKE REAL ESTATE THAT HAS AN AVERAGE AGE OF 40 YEARS.”

technology driven.

Even though we are at a very nascent stage of a broad transformation, our recent pro-millennial initiatives have truly yielded some positive results and the testament to that is the current low attrition rate at Ashar. Today, when the whole world is facing the challenge of retaining millennials, Ashar has one of the lowest attrition rates of 5%, which is remarkable for a sector like real estate where the average national attrition rate is 25%. Moreover, 90% of our workforce are under the age of 30 years and that brings new energies to the workplace.

On that note, let me wish you all a very happy reading with yet another edition of Evolve! ■

AYUSHI ASHAR
EDITOR - EVOLVE
DIRECTOR - ASHAR GROUP

OPEN-DOOR CULTURE

“GROWTH IS OUR GUARANTEE WHEN DEDICATION IS YOUR ROUTINE”

How would you like to describe the work culture at Ashar that makes it one of the best places for millennials? We have an open-door culture that offers a non-hierarchical line of communication with our employees. It has helped us to attract and retain millennials as they are not the generation who just take orders, but rather want a sense of belongingness and ownership in decision-making. Moreover, having an open-door policy has also helped us bring fresh ideas to the table and make us aware of small issues before they become major problems that affect everyone.

What has helped you attain such a low attrition rate? We have one of the best ecosystems to work where hard work and raw talent is

encouraged. We don't give much significance to fancy degrees and polish accents. We never create hindrances to block the ability and true potential of our talents. As a result, today many employees have risen to the top by starting with us at the bottom of the ladder. Many have joined Ashar as office boys, interns, or receptionists a decade ago but today, they have risen to the ranks of operations managers, liaisoning managers and purchase managers. Moreover, over 70% per cent of the talent sourced in the last 10 years continue to be with us. We have a young workforce with an average age of 33 years which is commendable for a sector like real estate that has an average age of 40 years.

Your take on the rising women power at Ashar especially in the male dominated Indian real estate sector?

Our women force has shown greater resilience in every field they operate. We are not only offering maternity benefits with 90 days of paid leaves for women but also paternity benefits for men. Moreover, our emphasis on a gender-neutral work culture has helped us to attain a 50:50 men-women ratio. We will further encourage talents to be a part of our 5X growth vision where our women-power will set a new benchmark for the whole real estate sector.



SEEMA JOBANPUTRA
DIRECTOR (PROCUREMENT, PROPERTY MANAGEMENT, HR & ADMIN)



FUTURE PERFECT

AN ELECTRIFYING PARTNERSHIP!

ASHAR GROUP AND MAGENTA-CHARGEGRID JOIN THE EV BANDWAGON WITH CHARGING STATIONS ACROSS MMR.

We have signed a pact with Magenta Power, a pioneer in establishing the EV ecosystem in India for end-to-end electric mobility solutions across all our residential and commercial projects in MMR. The initiative will commence at Ashar Titan – an upcoming luxury project in Ghatkopar.

While speaking on the development, Mr. Ajay Ashar (Chair-

(Managing Director of Magenta-ChargeGrid) said, “We are pleased to join

hands with Ashar Group on our zero-emission mission.

This is in line with our goal to provide accessible EV solutions to Indian customers and create a complete EV ecosystem for wide-spread adoption. With this step, we want to address the biggest road-block in this endeavor.”

man and Managing Director) said, “Transition to electric vehicles will be of critical importance if India wants to achieve carbon neutrality by 2070. Through this partnership, we want to aid this sustainable mission of India. Our association with Magenta is our first step towards this goal.”

On the other hand, Maxson Lewis

Under the partnership, ChargeGrid will install its electric vehicle charging solution – ChargeGrid Pro. It will deliver installation support, charging support, round-the-clock service, maintenance support, remote vehicle charging and e-pay-

“ THIS IS IN LINE WITH OUR GOAL TO PROVIDE ACCESSIBLE EV SOLUTIONS TO INDIAN CUSTOMERS AND CREATE A COMPLETE EV ECOSYSTEM THAT FURTHER BOLSTERS EV ADOPTION.

MAXSON LEWIS
MANAGING DIRECTOR, MEAGENTA-CHARGEGRID

ments. The chargers shall be designed and installed for all kinds of two-wheelers and three-wheelers that comply with global charging standards.

As part of its sustainable mission, we are promoting healthier communities by reducing exhaust pollution where people live. The initiative connects stakeholders to resources and networks that empower communities to accomplish EV charging solutions that best suit their needs.

“ URBAN MOBILITY IS GOING TO BE ONE OF THE AREAS WHERE THE TRANSITION TO ELECTRIC VEHICLES WILL BE OF CRITICAL IMPORTANCE IF INDIA WANTS TO ACHIEVE CARBON NEUTRALITY BY 2070.

AJAY ASHAR
CHAIRMAN & MANAGING DIRECTOR, ASHAR GROUP / PRESIDENT-ELECT, CREDAI MCHI, MUMBAI



AGUMBE

One of Karnataka's lesser explored tourist spots, Agumbe is home to some of India's best sunset landscapes which appear even more ethereal during the monsoons. Not teeming with crowds, the place is meant for those who are looking for a synergy of quietude and adventure.

PLACES TO VISIT
SUNSET VIEW POINT, BARKANA FALLS, KUNDADRI HILLS, ONAKE ABBI FALLS, RAINFOREST RESEARCH STATION, GOPAL-KRISHNA TEMPLE...



SHILLONG

A place that inspires your imagination, Shillong is a destination as close to perfection as possible. Whether it is the mouth-watering food or the breathtaking terrain, every moment spent here is equivalent to finding heaven on earth.

PLACES TO VISIT
UMIAM LAKE, MAWPHLANG SACRED FOREST, DON BOSCO CENTRE FOR INDIGENOUS CULTURES, LAITLUM CANYONS, ELEPHANT FALLS...

PONDICHERRY

Nestled near the coastal confines of Tamil Nadu, Pondicherry is a witness to amazing scenic vistas and magical beach atmosphere during monsoons. It is a location where an emotion of happiness and a sense of blissfulness accompanies you every step of the way.

PLACES TO VISIT
PARADISE BEACH, ARULMIGU MANAKULA VINAYAGAR TEMPLE, SEASIDE PROMENADE, PIERS & BOARDWALKS, ROCK BEACH, THE BASILICA OF THE SACRED HEART OF JESUS, SRI AUROBINDO ASHRAM...

ANDAMAN AND NICOBAR ISLANDS

Evoking tranquility and timelessness at the same time, Andaman and Nicobar Islands is one of the most underrated monsoon destinations in the country. It is a land where an endless expanse of blue waters soothe the inner turmoil and exhaustion that comes with city life.

PLACES TO VISIT
HAVELOCK ISLAND, PORT BLAIR, NEIL ISLAND, BARATANG ISLAND, RADHANAGAR BEACH, DIGLIPUR, CHIDIYA TAPU, BARREN ISLAND, CELLULAR JAIL...



DARJEELING

Known for its flavourful tea and Himalayan mountains, Darjeeling's allure is accentuated even more in the monsoon season. Do explore the hill station if you are in the mood for creating enduring memories and exceptional experiences.

PLACES TO VISIT
KANCHENJUNGA MOUNTAIN, TIGER HILL, PADMAJA NAIDU HIMALAYAN ZOOLOGICAL PARK, HIMALAYAN MOUNTAINEERING INSTITUTE, JAPANESE PEACE PAGODA...

COVER STORY

The Best Monsoon Destinations

ACCORDING TO RENOWNED TRAVEL WRITER PICO IYER, THE ART OF TRAVEL HELPS YOU TO FIND YOURSELF AND LOSE YOURSELF AT THE SAME TIME. IT ENVELOPS YOU WITH A BEAUTIFUL FEELING THAT TRANSCENDS JOY AND AUGMENTS GROWTH.

IN THIS EDITION, WE LOOK AT 5 DESTINATIONS IN INDIA THAT MERIT A VISIT DURING THE RAINY SEASON.

PROJECT SHOWCASE



ABOVE ALL, BEYOND THE BEST.



ASHAR TITAN

VALLABH BAUG LANE, GHATKOPAR (E)

2, 3 & 4 BHK EXCLUSIVE ABODES



15 Storey Luxury Residential Tower



6 Retail Shops



Surface Car Parks



2 Expansive Amenity Zones



6 High Speed Elevators

Enveloped amidst a locale brimming with Mumbai's crème de la crème, Ashar Titan offers a space that will revamp your life, exhilarate your mind, soothe your soul and ignite your imagination.

Arriving here will be synonymous with arriving at the apex of comfortable living - An Experience Reserved For The True Titan.

A master whose aura commands an emotion of awe. A legend whose glorious past stands as a confirma-

tion of his prosperous future. A luminary whose eminence will stand the test of time.

Feel the magic of traditional values mixing effortlessly with the latest trends at Ashar Titan ■



1ABOVE
THE GRAND PODIUM



BEYOND15
THE MAJESTIC SKY DECK



LEVEL0
THE RETAIL ZONE

TRENDING

TITAN OF SUBURBS

GHATKOPAR

SHORT FILM
MAKING CONTEST

A PLATFORM FOR GHATKOPAR'S BEST STORIES

We have entered the Ghatkopar micro-market with our luxury project - Ashar Titan. It is a premium retail and residential tower that offers customizable 2, 3 and 4 BHK luxury abodes with ritzy lifestyle amenities. As part of the launch, we are organizing a short film contest with the tagline "Titan of Suburbs - Ghatkopar". The contest will offer a unique platform for amateurs and professional filmmakers to showcase their filmmaking skills. We are also installing a giant LED Screen near the site office of Ashar Titan to spread awareness about the rich culture, tradition and history of the place.

Explaining the concept, Ayushi Ashar (Director) said, **"The recent infrastructural development along with the connectivity that Ghatkopar offers through expressways, freeways, railways and metros has made it one of the most sought-after real estate micro-markets of MMR.** At the same time, we also felt that many stories about Ghatkopar are missing. So we have come up with the idea to create a platform that will tell the stories of Ghatkopar, not just from the lens of a

fast-emerging suburb but from its experimental cultural scene, its social life and its open and honest approach to its history of being the first and immediate suburb of the financial capital."

"When knowledge of your city and the art of filming combine, amazing things can be achieved. That's the philosophy behind this contest. And we are confident that 'Titan Of Suburbs - Ghatkopar' short film contest will offer a unique platform for budding filmmakers," she added.

The prize money stands at Rs 2 lakh, Rs 1 lakh and Rs 50 thousand for the first, second and third positions respectively. Moreover, an independent jury panel comprising filmmakers, directors, writers and producers has been constituted to judge the various entries on the cinematic parameters that include cinematography, storyline, editing and direction.

WE ALSO FELT THAT MANY STORIES ABOUT GHATKOPAR ARE MISSING. SO WE HAVE COME UP WITH THE IDEA TO CREATE A PLATFORM THAT WILL TELL THE STORIES OF GHATKOPAR, NOT JUST FROM THE LENS OF A FAST-EMERGING SUBURB BUT ALSO THROUGH ITS RICH HISTORIC CULTURE, TRADITION, FOOD ETC.

There is no entry fee or bar on the number of films sent by an individual or group for participation in the contest. However, participants will have to send each film separately with the duly filled-in application form, which is available on www.titansofsuburbs.in. The short films may be in any Indian language with subtitles in English and the duration of the short film should not be more than 3 minutes. ■

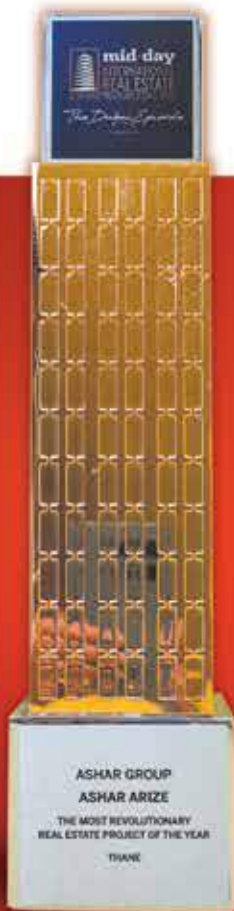


THE NEWSMAKER

THANE GROOVED IN
STYLE TO THE BEATS OF
'AANE WALA KAL
WAH! HOGA'

210 UNITS
45 DAYS.

A coveted project that took Thane by storm, Ashar Arize exceeded the expectations of all its stakeholders by a comfortable margin. It sold as many as 210 units in just 45 days.



IN APPRECIATION OF OUR EFFORTS,
WE WON THE ICONIC

**MOST
REVOLUTIONARY
PROJECT
OF THE YEAR**



**AT MID-DAY INTERNATIONAL
REAL ESTATE AND INFRASTRUCTURE
ICONS 2022, DUBAI**

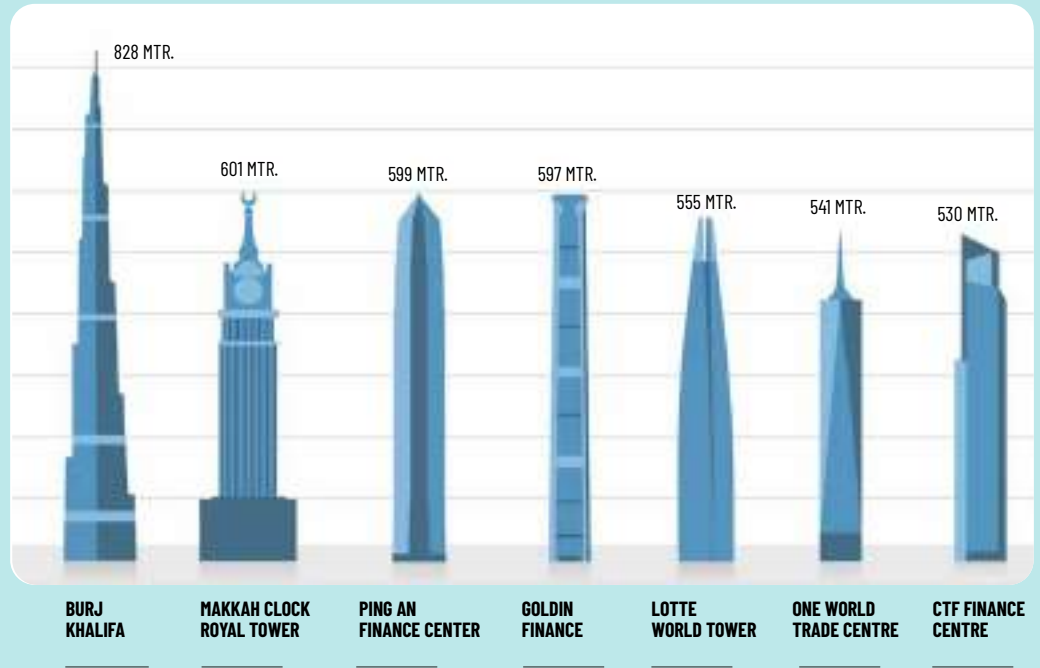
It's an honour that we are immensely grateful for and we will strive to do better with each passing day.

ASHAR ARIZE
KALWA, THANE (W)

MENTAL GYM

WHERE IN THE SKY ARE THEY?

An illustration of modern engineering and exemplary architecture, these buildings have earned the unique distinction of being the tallest in the world. Call yourself a construction geek? Find out in which city they are located.



THE CURIOUS CASE OF MISSING CAKE!

In the one year celebration issue of Evolve, we placed an order for a cake. It has been placed somewhere in the issue but we forgot where. Can you help us find it?

If you know the answers to these puzzles, send them all to evolve@ashar.in. A lucky winner will win an Amazon gift voucher worth Rs. 500/-.



EVOLUTIONARIES

THE BRAINS BEHIND EVOLVE



While starting each edition of Evolve, the team at Thoughttrains and Ashar are challenged by a common emotion - the restlessness to create something that will surpass the high standards we've set for ourselves. Numerous ideas, countless revisions, long hours and razor sharp focus - all of these factors culminate to bring you an issue brimming with inspiration and insight. In this edition too, we have tried to deliver that promise. ■



MEET THE ASHARITES

SUPERHEROES OF ASHAR

IN A CRISP YET CANDID CONVERSATION WITH EVOLVE, ASHAR'S MOST EMINENT LEADERS EXPLAIN HOW THEY HANDLE THE CHALLENGES AND THE RESPONSIBILITIES THAT COME WITH THEIR ROLES.

DHARMENDRA RAICHURA
HEAD - FINANCE & CRM



What is your approach towards managing money?

When it comes to the financial management of any organization, it's often said that cash is king!

Whether your business is growing or struggling, managing your cashflows effectively is absolutely essential, and for many, it's the key to business survival.

How do you maintain financial accuracy at all times?

Focus and discipline is always the key to success. We keep several options ready to create liquidity and financing.

How do you manage dissatisfaction without losing patience?

We try to focus on facts and respond to expectations accordingly.

What is the most challenging aspect of customer relationship management?

Customer expectations are very high at Ashar thanks to its excellent brand image. Hence, we maintain a professional and friendly approach at any time. ■

SHEHBAZ SHAIKH
HEAD - PROPERTY MANAGEMENT



Why do you think Ashar's properties are superior to other builders?

There is a lot that goes into planning and functionality. While some innovations fail, they are rectified easily because of well thought out alternatives.

What are some lessons that you give to new property managers?

Respect the needs of every resident, be approachable and have a problem-solving positive mindset.

What is the biggest challenge of working in property management?

The field is very comprehensive – it includes accounting, liasoning, customer relationship, society handling and many more legalities. The biggest challenge is that every complaint varies. Not much planning can be done for them. However, this is what makes this field unique. ■

SHRINIWAS KALANTRY
HEAD - LEGAL



How do you stay updated with the ever-changing norms and regulations in the real estate sector?

We keep in touch with amendments and notifications that pertain to us by reading court orders.

What is your take on RERA and stamp duty regulations?

RERA is not specific to stamp duty as that document is registered on receiving 10% of consideration money. It can be left to the choice of customer – if he wants there should be a provision then that payment of stamp duty can be extended.

How do you and your team handle adverse complications related to a new project?

We do not have a set method for every problem as every case comes it with its own complications and challenges.

What is it that attracted you towards the legal profession?

The profession involves hard work and gives you an opportunity to learn new things and understand them in a fresh manner. ■

EMPLOYEE EVENTS

MID-DAY AWARDS DUBAI



AN ATMOSPHERE OF AMAZING VIBES & AWESOME MOMENTS

At Ashar, we place equal emphasis on every employee's well-being and routinely conduct events to foster warm-heartedness within everyone.

This quarter too, we were able to create moments where experiences turned into memories and conversations turned into friendships. ■



ASHAR EXPO 2022



ASHAR IGNITES 21ST FOUNDER'S DAY CELEBRATION





evolve@ashar.in

Follow us at  