

# EVOLVE

ED 6 - OCTOBER 2022

A NEWSLETTER BY ASHAR



## T.I.M.E. FOR BIG BANG!

This year's Diwali will be symbolic of all things big- **big dreams, big celebrations, big get-togethers, big memories and big learnings.**

It's a day where we open the doors of our hearts, engulf our being with an aura of love and indulge in festivities galore. All with a big smile.



### INSIDE THIS ISSUE

**06 | THE BIG ASHAR BULLETIN BOARD**  
Staying true to their vision, Ashar Group created strong waves in this quarter too. Let's take a brief glimpse.

**07 | VOICE OF ASHAR: OUR CUSTOMERS' BIG RESPONSE**  
Our customers and our channel partners share their experiences about our coveted projects.

**10 | MEET THE ASHARITES**  
A conversation with the HODs of Accounts, HR and Engineering reveal some big lessons.

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THE WORDS OF WISE



**AJAY ASHAR**

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

# EVOLVING TOWARDS A GREENER TOMORROW

**IN THIS INTERVIEW, AJAY ASHAR SPEAKS ABOUT UNPRECEDENTED URBANIZATION, HIS VISION FOR THE CITY AND SUSTAINABLE PRACTICES. EXCERPTS:**

**H**ow do you view the unprecedented wave of urbanisation and how much it challenges Mumbai with the impetus to climate change?

The world is experiencing the most significant wave of urbanization in its history, with over a million people moving into cities weekly. Infrastructure, changing lifestyles, demographic changes, and sustainability will all face new challenges as urban populations grow. We must find a way to meet demand while avoiding climate disasters. Despite the growing demand for affordable housing, well-connected transportation systems, and other infrastructure, the built environment is one of the most significant contributors to the

city's carbon emissions. According to a report by UN Habitat Data in 2018, Mumbai is the second most populated city, with 26,453 people living in one sq. km and hence it requires special care.

**What is your vision for the city? And why do you think public-private partnerships can resolve many of Mumbai's issues?**

Mumbai has the geographical benefit of being a coastal city with a national park at its heart and multiple hills, rivers, gardens and lakes that form its contour. Mumbai's urban vision would require ensuring quality infra and green spaces for the city's growing population. From developing the Racecourse into NYC's Central Park, Marine Drive to LA's Sunset Pier, Chowpatty and Mithi River cleanup, Fort beautification and lighting installations - there is no dearth of opportunity. The Government alone cannot fund the entire infrastructure investment as the scale

of development is enormous. However, by combining expertise, efficiency, innovation, risk sharing, and financing, the private sector can improve the quality of public facilities and services. A PPP model has always yielded great results in infrastructure development across the country and has shown a positive track record for delivering projects.

Furthermore, public-sector partnerships use output-based contracts that link payments to performance. As a result, the quality of assets and services provided determine the project's success. Furthermore, focusing on outputs motivates the private partner

to develop creative methods and approaches to meet lower-cost requirements. This is done by encouraging them to develop novel strategies and techniques for project delivery.

**Do we have any alternative financial alternative for Mumbai's sustainable mission?**

The first and foremost thing to make any visible change is to recognize the need for affordable, long-term financing to meet Mumbai's sustainability targets. To make the city carbon neutral by 2070, the Government should develop a green bank to fund sustainable projects. An investment return on the Green Bank's loan will be the same as a regular bank's loan for clean energy. By combining public and private money, green banks can fund projects while taking a smaller amount of public funds.

Using green bank financing methods reduces capital costs and makes capital more accessible and affordable for sustainable and clean projects. It results in more cost-effective, sustainable projects. The Government saves money by replacing dirty, polluting infrastructure and energy sources, and developers and investors can build more projects. Investing in local low-carbon and climate-resilient infrastructure will be crucial to the success of the green banks in Maharashtra.



EDITOR'S NOTE

# THE NEW DYNAMICS OF REAL ESTATE MARKETING

I was introduced to the power of video marketing 5 years ago in an Applied Entrepreneurship class. Our assignment was to create a 2-minute viral video for a startup project at zero cost. Being a finance major, I had no clue about marketing or creating videos – but we decided to give it a shot.

No exciting climax here.. I got a B+ grade and our video was mediocre and borderline try-hard.

So why is this story, from a non-marketing major, important in today's era of 360-marketing? There are three key takeaways:

1. According to a HBR article, you have 8 seconds to grab a consumer's attention. Maybe slightly more if the medium is visual.
2. Organic amplification, aka virality, can only be achieved when you build an

emotional connect (eg: humour, pride, gratitude, grief) with the consumer.

3. A big or small budget doesn't guarantee the success of a campaign. You need an anchor element to hold your campaign and break through the clutter of aimless scrolling.

These rules apply to any product or brand but especially more so when we sell real estate, an extremely traditional asset class, in the competitive Indian market. Today, the new wave of consumer awareness, has put the established marketing rules of real estate on hold. It is now imperative for property campaigns to hinge on building relationships with consumers.

At Ashar, we took a holistic view of these disruptive changes in home buyers' behaviour and tried to adapt to their new aspirations. Today, our campaigns concentrate on product relevance, consumer behaviour, and local culture. For instance, our "Kalwah" campaign was a classic example of connecting people with the pride and grassroots culture of a city. At the same time, our "No Hawa Mein Batein" campaign took a unique spin-off of our tagline Promises Delivered and broke the stereotype of corporate marketing through its humour and wit.

The central thought while developing such campaigns is to ask – why should the consumer choose our brand or product? And can we emotionally and rationally convince them in 1-2 minutes? The markets are cluttered, competition is high, prices are sensitive and inventory holding cost is exorbitant. Hence the days of marketing real estate as an asset are long gone. Today, we must market it as an FMCG product that offers the audience individualised experiences and value propositions.

In a nutshell, marketing is no longer a cost centre derived as a simple percentage of the revenue, but rather, a logical and visual channel of communication to hold the home buyers' attention even if it is for an extra 5 seconds. It is a tool to creatively take your brand ethos to the masses and a foundation to build long term customer relationships. It is a science supported by data analytics and an investment in lowering your long-term customer acquisition cost.

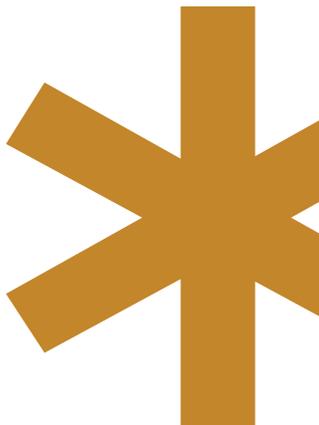
**AYUSHI ASHAR**  
Editor, Evolve  
Director, Ashar Group

**“The days of marketing real estate as an asset are long gone. Today, we must market it as an FMCG product that offers the audience individualised experiences and value propositions.”**



## NOT JUST MERE STATEMENTS IN THE AIR

#NoHawaMeinBaatein



When we took a humorous route while planning our campaign, we did have a few jitters considering it didn't align with the old rules of corporate marketing. That said, the proof of the pudding is in the eating and these numbers tell a story that needs no justification.

**4,00,000+** VIEWS

**5030+** LIKES

**85+** COMMENTS

**620+** SHARES

Don't believe us?  
Click on the button below.



## TRENDING

19.218330, 72.978088.

# THANE

## MUMBAI'S MEGA HOME CITY

### BIG ON INVESTMENT

Thane has emerged as one of the best real estate markets and this could be elucidated from the demand-supply ratio. It shows that **housing sales outstripped launches by 18%** over the last four years in Thane. The city also witnessed a **rise in the average price by 5.1%** in CY'19 - CY'22 YTD when the whole nation was under the grapple of Covid-19.

### BIG ON LIFESTYLE

Why travel to South Bombay when you have all the fabulous brands waiting for you at Thane's very own **shopping mecca - Viviana?** Also, if you take your food seriously, Thane won't disappoint you. Right from the best vada pavs to classy **gourmet food joints like Barbeque Nation, China Bistro, Hichki, etc.** In other words, we have it all.

### BIG ON INFRA

With developments like **Metro Line 4 and Line 5, Mumbai-Nagpur Expressway and Thane-Borivali Underground Tunnel**, Thane's growth curve will be swerving upwards for a long time to come.

### BIG ON NATURE

Bestowed with picturesque jewels like the **Yeoor Hills and Lake Upvan**, Thane is a paradise for nature lovers. It's an area where nature is given the respect that it deserves.

### BIG ON RESIDENCES

Most importantly, Thane is home to **20 Lakhs+** residents who make up for the biggest talent pool & give Thane, the stature of Mumbai's Home City. Look at Majiwada for example - it attracts **70-80%** urban population and has seen approximately **25%** appreciation since 2017.

**Like people, places evolve too. Thane's story in the last 10 years has been so scintillating, it needs no explanation.**

**The future holds similar promise and as the changemakers of Thane, Ashar Group will play a big role in shaping it.**

## PROJECT SHOWCASE



TIK TOK TIK TOK TIK TOK TIK TOK TIK TOK  
TIK TOK TIK TOK TIK TOK TIK TOK TIK TOK  
TIK TOK TIK TOK TIK TOK TIK TOK IT'S **T.I.M.E.**  
TIME TO **I**NSTEST IN **M**AJIWADA'S **E**VOOLUTION

COMING SOON

EXPERIENCE **THE PULSE OF LIFE** AT MAJIWADA

Can you feel the vibe of a world that is about to rise?  
Can you hear the sound of an arrival that we've all been waiting for?  
Can you sense the thrill of an opportunity that's ripe to be taken?

Get ready for Ashar Group's biggest residential project yet.  
An upcoming landmark that has it all - superlative location, luxurious indulgences, attractive payment plans, guaranteed appreciation and futuristic infrastructure developments.

it's a space where you can gift yourself  
**#TimeForLife.**

THE NEWSMAKERS



# THE TIMES OF ASHAR

AUG - SEPT 2022

*It has been a busy quarter for Ashar Group with a range of developments on all fronts. From entering Ghatkopar in style to being at the helm of affairs in Thane, let's take a sneak peek at everything.*



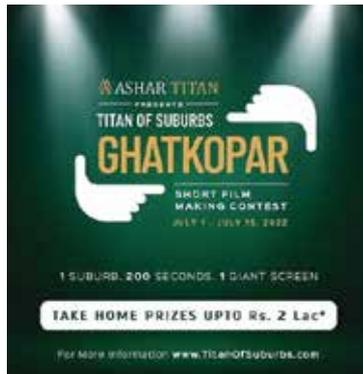
## Ashar Group Integrates Thane Into A World-Class Ecosystem

Integrated Cities are currently being endorsed as the best strategy to achieve the global goals of sustainable development. Twenty years back, Mumbai-based Ashar Group had a similar vision to turn a traditional town into a world-class city....

ANI

[CLICK HERE](#)

## Ashar Group enters Ghatkopar Luxury Market, Launches Titans of Suburbs Short Film Contest



[CLICK HERE](#)

## The Right Time To Buy Your Dream Home, At The Perfect Venue: PROPERTY 2022 THANE

"The city and its peripheral areas have the advantage of excellent connectivity, which makes Thane the centre-point in the mass rapid transport corridors of Mumbai and the Mumbai Metropolitan Region (MMR)."

- Mr. Ajay Ashar states



[CLICK HERE](#)



## CREDAI-MCHI: Leading the change

The core team of CREDAI-MCHI is rubbing shoulders with authorities...



[CLICK HERE](#)

## Maharashtra Govt Develops Blockchain Technology To Store Property Buyers' E-Registration Data

"The government is doing the right thing in the right direction, as e-registration is the much-needed breakthrough to facilitate the digitization of the real estate sector. This will immensely help reduce overcrowding at the registrars and eventually enables the developers to serve the home buyers."

- Mr. Ajay Ashar says



[CLICK HERE](#)

## Mumbai: BMC Earns Rs. 800 Cr Revenue Through Real Estate Premium Payments In Three Months

"We do understand the government limitation that they have to meet the revenue deficit through such high premiums but such a move is not only disastrous for the overall development of the sector but also makes the property prices highly unreasonable for the end-users in Mumbai. However, we are confident that the government will take a positive note of it and a conducive premium regime will come soon."

- Mr. Ajay Ashar says



[CLICK HERE](#)



WITH LOVE

# PROMISES DELIVERED. ON TIME, EVERY TIME.

WHETHER IT IS OUR CUSTOMERS OR OUR CHANNEL PARTNERS, WE CONSIDER EVERY STAKEHOLDER'S HAPPINESS AS OUR BIGGEST REWARD. SO FAR, WITH ZERO RERA COMPLAINTS, OUR RECORD HAS BEEN SPOTLESS AND WE AIM TO MAINTAIN THAT ACHIEVEMENT IN THE COMING YEARS.

## CUSTOMER TESTIMONIALS



Design, construction quality and the pace at which construction is completed is awesome. Also, they handle the customer even after the flat is sold in an impressive manner.

- Satish Tambe (ASHAR MAPLE)

After seeing Ashar Metro Towers, it was clear that the quality & attention to detail was next level. The buying process was very smooth. If you want to have a high quality home built in a timely manner, then we strongly suggest you choose Ashar Group.

- Sankalp Warker (ASHAR METRO TOWERS)

There is no match to Ashar when it comes to quality construction and timely delivery. Amenities are made keeping in mind all age groups. The staff was cooperative throughout.

- Deepak Joshi (ASHAR METRO TOWERS)

Ashar speaks truth! They have delivered the promise on time! As a property owner, it is very important for having possession on time as committed. Nothing is more important between a builder and a customer other than on-time delivery of product with quality! Best wishes to Ashar Group and Ashar Team.

- Veerendra Mujumdar (ASHAR EDGE)

## CHANNEL PARTNER TESTIMONIALS

There will be a few buildings in Pali Hill which will still stand as a landmark, and I think Ashar's Navroze will be identified as the diamond of Pali Hill.

- Monish Makhija, Chairman (Property Buyers Club)

Ashar Group offers thoughtfully designed homes and best of the amenities which satisfies the customers' needs without hesitation. The best part about Ashar Group is, they maintain transparency at all levels and stay true to their commitments.

- Vivek Ruparel & Harshal Ruparel, Founders (Ruparel Realty)

Ashar is one of the only brands in Thane that never deviated from delivering promises. They are the number one developer of Thane, especially in terms of offering the best locations, design, quality of construction and timely delivery of projects.

- Jay Modi (Hermitage Consultant LLP)

My association with Ashar Group for almost a decade has been an incredible journey and as a company, they are very promising in terms of meeting quality, compliance and delivery.

- Piyush Shah, Partner (Miti Properties)



Vivek Ruparel & Harshal Ruparel  
Founders, Ruparel Realty



Piyush Shah  
Partner, Miti Properties



Jay Modi  
Hermitage Consultant LLP



## COVER STORY



# Diwali

## BACK WITH A BIG BANG!

Zoom calls with relatives, virtual greetings, indoor celebrations – even though the last two Diwalis did bring a glimmer of joy in our lives, it did not illuminate our being like the old days.

### BIG CELEBRATIONS

The festival, that involves delectable sweets, mesmerizing fireworks, loving get-togethers and a whole lot of fun, is eagerly awaited this year. And knowing the fascination for the festival, it will live up to its billing.

### BIG VACATIONS

We can use our holidays to fly away to far-off places and meet our loved ones in person. It's one thing talking to them on the phone, quite another to chill with them over dinner.

### BIG SMILES

The gift of seeing your loved ones smile always lights up the room. It's infectious, it's heartwarming and on Diwali, it's the biggest lamp around.

### BIG LEARNINGS

In good times, it is important to have an attitude of gratitude and the biggest blessing we have is our health. The ability to walk and breathe, to see and talk, to eat and wonder – they all make life greater than we think.

MENTAL GYM

# DECODER'S DIWALI

Because of the thunderous noise created by firecrackers, our carefully arranged series of letters have been jumbled up. And because we had too many sweets, we are too full to put them in place.

Please help us arrange these letters and find out what we want to say!

1	2	3	4	5	
6	7	8	9	10	11

Answers from solved anagrams will go here.

CLUES

S R N A D A E T H

M L P A

J P U A

Y A Y H O A D

I E R S N W H A

S G L T I H

ANSWERS

	1	2						
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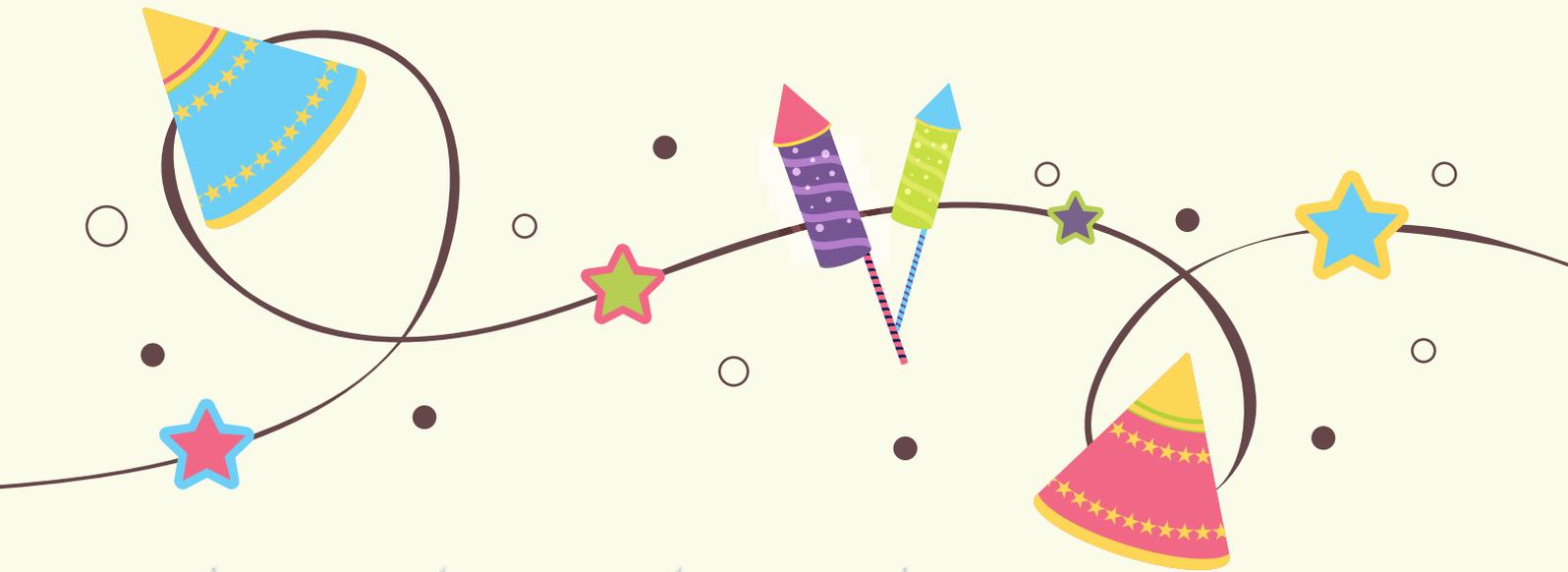
			3
--	--	--	---

4			
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	5		6			
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				8	9		7
--	--	--	--	---	---	--	---

10	11				
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Clue: Literally, the divine abode of God



Clue: Mornings are impossible without this



Clue: This is where you can pray by the beach



Clue: You can find it in The Pink City

ANSWER

ANSWER

ANSWER

ANSWER

## YE MERA INDIYA!

Fancy a challenge? Try naming these famous monuments of our country that reflect our rich heritage, our vibrant culture and our deep values.

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

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.**

**NIPA BHUTA**  
HEAD - ACCOUNTS



#DEBITCREDITKAR

**What is the best part about heading the accounts department?**

The role is larger than traditional book keeping. It involves assisting the management in decision making by setting targets, strategic planning, cash flow management and variance analysis.

**How do you enforce proper accounting methods and policies at Ashar Group?**

In this new era of GST, everything is online. Hence, using the right software is a prerequisite. We make it mandatory to have regular internal checks, audits and training seminars to apprise team with new GST and IT regulations.

**How do you inspire your team whenever they feel like the work is getting too mundane?**

Yes, it's routine work but we take it up as a challenge. I always tell them – accounting is not post-mortem work but rather a method to compile correct data to gauge organizational performance. We, of course, celebrate too!

**What is your advice to upcoming accountants in the industry if they want to grow?**

Peter Drucker wrote, "We now accept the fact that learning is a lifelong process of keeping abreast of change." One should be eager to learn and unlearn.

**AVINASH WADHWANI**  
HEAD - HR



#HIREFIREKAR

**What is the single biggest factor you look for while hiring people?**

While hiring a candidate, we look for factors such as relevant experience, knowledge base and culture fit. However, the thing that always stands out is culture fit.

**What is your approach towards difficult but talented employees?**

It's a broad spectrum to map someone as talented and forget their emotional intelligence completely. The key lies in nurturing these individuals and helping them reach maximum potential by unique intersection of both.

**What are some advantages of having a healthy percentage of female employees?**

Women manage and multitask activities, take sound financial decisions and are more effective in resolving disputes or conflict laden situations. These things are universally agreed upon.

**Many people think that HRs have the easiest jobs. What is your response to them?**

Grass is always greener on the other side. There is a plethora of activities like talent management, payroll, compliance, etc. HRs are the face of the company & people management is always a challenging sphere.

**NITIN PHADKE**  
AVP - OPERATIONS



#MR.CALCULUS

**Who are your biggest inspirations in modern engineering?**

Definitely L&T as far as civil engineering goes. However, Satya Nadella is my biggest inspiration and a prime example of hard work paying off.

**Tell us something about the high standards maintained by Ashar while constructing dream homes?**

A high standard selection of finishing materials and consistency in process is key to delivering a great final product.

**What is your idea of a perfect home?**

A home should be moderate in size and shape. It should have ample natural light, optimum space utilization and good ventilation.

**How do you motivate your team to go the extra mile when they are exhausted?**

Motivation is a continuous process. You need to understand the best part about your colleagues, listen carefully to their feedback and act promptly. Express your gratitude publicly, in both team meeting and social media post and always lead from the front.

# CELEBRATIONS LIKE NO OTHER!



## #EngineersDay

An event where we celebrated the science, the patience and the grit it takes to be an engineer.



## #IndependenceDay

Full of colour and diversity, our Independence Day function was a superhit that'll be remembered for a long time.



## #OfficeGarba

Putting the unity in community, this event allowed us to lighten up and loosen up at once.



## #RaasRang

A sensational dandiya night, this occasion brought us together to celebrate the spirit of dance under a dazzling roof.



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