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CONSTRUCTION & ARCHITECTURE UPDATE

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Chairman & Managing Director
Ashar Group



Manju Yagnik
Vice Chairperson
Nahar Group



Subodh Runwal
Managing Director
Runwal Group



Niranjan Hiranandani
Founder & MD
Hiranandani Group



Harshwardhan Agarwal
Director-Sales & Marketing
Pride Purple Group



Vishal Ratanghayra
Founder & CEO
Platinum Corp.



Manish Bathija
Managing Director
Paradise Group



Manish Maheshwari
Managing Director
Majestique Landmarks



Dr. Nitin Nyati
Chairman & Managing Director
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Sanjay Varma
Managing Director
Tulip Group



Akash Pharande
Managing Director
Pharande Spaces



Atul Goel
Managing Director
Goel Ganga Group

EMINENT REAL ESTATE DEVELOPERS IN MAHARASHTRA

PART 1



Boman Irani
Chairman & Managing Director
Rustomjee Group



Ashok Chhajer
Chairman & Managing Director
Arihant Superstructures Ltd



Navin Makhija
Managing Director
The Wadhwa Group



Surendra Hiranandani
Chairman & Managing Director
House of Hiranandani



Samarth Doshi
Director
Bhoomi Group



Mihir Kotkar
Director
Ashapuri Group

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Ajay Ashar
Chairman & Managing Director, Ashar Group

How has the year been at Ashar and your vision for Ashar in the next 3 years

2022, was one of the best-performing years for us at Ashar Group. We had five mega-launches across affordable, mid-income, and luxury segments. We expanded our portfolio in key micromarkets of MMR like Thane, Kalwa, Ghatkopar and Bandra. Our construction and sales are at an all-time high, with 2.5 million square feet constructed and 1200+ units sold in 2022 alone.

As a company, our focus will remain on introducing strategic real estate projects in key markets that will uplift the urban built environment. Some of our new developments include Shri Dilip Kumar's Bungalow project at Pali Hill, a township in Dombivali, student housing in Vile Parle, a super-luxurious bungalow scheme in Lonavala, a 700-bed cancer hospital in Thane, and multiple other commercial and residential schemes.

How do you describe the year 2022 for Real Estate and your expectations for 2023 ?

India demonstrated strong resilience despite global economic uncertainties in 2022 - a stark contrast too many of the advanced economies. This optimism and consumer confidence is visible through the registered growth across all real estate verticals, including residential, commercial, retail, and warehousing. The property sales index grew by 36 percent on a yearly basis. The country's top eight property markets witnessed sales of over 3.12 lakh apartment units in 2022 a year on-year growth of 34%, with the Mumbai the lead in, followed by the (NCR) and Bengaluru. The latest CII-ANAROCK Consumer Sentiment Survey also revealed that the demand for housing among NRIs increased by 15-20% in the first nine months of 2022 compared to the same period in 2021.

Expectation from 2023: Consumers will further choose to invest wisely, keeping quality, execution, speed, and brand reputation at the forefront. Brands that can do justice to this golden combination will command a premium, which will further lead to a rise in real estate prices.



What is the secret of **Ashar Group's** 1000 days delivery record and no delays with 0 RERA complaints ?

1. Commitment to Timelines. The end date is decided when the project is acquired, and strict monitoring is followed. Our slab cycle is 7 days – the fastest in the entire MMR and commitment to quality is non-negotiable.
2. Cash Flow Management. Every project has its independent financial closure before we launch. Further, our business model is structured to have an aggressive sales target at launch which eases the operational cash flow.
3. Effective Customer Management. Our legal paperwork is clean, all approvals are in place, communication is transparent, and quality is top-notch. Further, we have an in-house CRM team to handle all customer interactions, queries and feedback.
4. Property Management. We have an in-house property management team for a smooth transition from possession to society handover.



Our readers would like to know the secret behind the company's **growth trajectory of 4 times in the last 4 years despite COVID – 19**

Ashar Group, over the years, Ashar Group has built a very strong brand name that resonates not only with our customers but also with the entire real estate ecosystem. A principle approach to business mixed with focus on core value progressiveness is our story suit

1. Goodwill. We have become one of the most trusted real estate brands across MMR, as we have delivered all our projects on time
2. Speed. We have one of the fastest construction cycles across MMR with a 7-day slab turnaround.
3. Customer first. Ashar Group has a unique distinction of Zero RERA complaints alongside referral & loyalty transactions at 16% of annual sales
4. Technology. We have deployed a strategic combination of the most modern techniques complemented with in-depth data analytics

How do you see upcoming infrastructure development changing the skyline of the MMR region ?

The Maharashtra state government has done a tremendous job in terms of outlining infrastructure projects that would help transform the city in the near future. To begin with, the BMC, in its Budget 2023-24, has allocated INR 36,000 crores to transform the state's infrastructure ecosystem. Apart from creating highways and airports across key cities, special attention was also given to Mumbai city in terms of projects that would help reduce the growing congestion in the city. To begin with, a 337 km long metro network is under construction, and 46 km stretch has been opened for traffic. In 2023-2024, another 50 km of the stretch will be operational. The government has also proposed the creation of a new marina that is to be built near Radio Club to start passenger water transport along the Mumbai coast. Other key infrastructure projects like the Mumbai Trans Harbour Link, the Integrated Traffic Management System, and the 'Mumbai Clean Air Initiative' will work towards curbing pollution concentration, reducing traffic woes. Initiate a multi-level monitoring strategy for the city and decentralise planning and community health awareness.