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SNEHAL BRAHMBHATT







THE STAGE IS SET FOR THE BEST OF **SOUTH REALTY**



FOR AWARD NOMINATIONS, CONTACT:

Monisha Karkera +91 9870441920 | monisha.karkera@exchange4media.com Avantika Patel +91 76780 41182 | avantika.patel@exchange4media.com

FOR BRANDING OPPORTUNITIES, CONTACT:

Tripti Kedia +91 98200 10226 | tripti@exchange4media.com Ganesh Gurav +91 99309 60403 | ganesh.gurav@exchange4media.com

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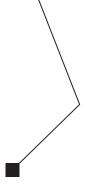


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PANORAMA

by ANNURAG BATRA

Editor-in-Chief

YOU HAVE THE POWER TO CHOOSE

ver the last decade or so we have been seeing ever-increasing participation of women in almost all fields of the broad economic sectors of businesses. However, more than one and a half years of Covid have taken a toll on women professionals, given the added stress of personal responsibilities and managing work remotely.

The negative impact has been more pronounced at the lower levels of corporate sector than at the top management level. In all fairness many industry leaders are stepping up to support employee's well-being during these difficult times.

This issue of Realty+ is truly special as it highlights the women leadership in Indian real estate. And it is heartening to see that almost 100 women leaders from across real estate segments attended the Realty+ first ever Women Icon Conclave & Awards held this month. The show of women power was impressive and an inspiration for the younger generation of women professionals.

Every day, you have the power to make a choice – to follow others or to chart your own path. Leadership is about making others better. Studies have shown that women professionals want to take on more responsibilities and play a larger role in the Indian

economy. What is needed is conducive policies, work environment and family support.

Realty+ over the next two months will be organizing its flagship real estate conclaves and awards for North and South zone and we look forward to hearing the views and opinions of leaders of real estate of these regions. I am sure, the discussions will give us the perspective for the things to come and expectation from the next year.

As we near the end of year 2021, we hope to emerge from the pandemic soon and transition towards normalcy and economic recovery of the country.

On those positive thoughts, I wish all our readers health and happiness.



PUBLISHER & EDITOR-IN-CHIEF

Annurag Batra

DIRECTOR

Nawal Ahuja

PUBLISHER & BUSINESS HEAD

Tripti Kedia

tripti@exchange4media.com +91 9820010226

EDITORIAL

Sapna Srivastava | Editor

sapna.srivastava@exchange4media.com + 91 9769993655

Nadine D'Souza | Editorial Consultant

nadine.dsouza@exchange4media.com +91 9819175740

Sanchita Vijan | Correspondent

sanchita.vijan@exchange4media.com +91 97690 12806

ART & DESIGN

Shamsad Shaikh | Senior Art Director Goraksh Kokate | Senior Designer

PHOTOGRAPHER

Suresh Gola | Delhi

ADVERTISING & SALES

Ganesh Gurav | Sr. Manager - Sales

ganesh.gurav@exchange4media.com +91 9930960403

CIRCULATION /SUBSCRI PTION

Almas Khan | Manager - Events & Marketing

almas.khan@exchange4media.com +91 9773257054

ADVISORY BOARD

Anuj Puri

Chairman, Anarock Property Consultants Pvt. Ltd.

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Praveen Nigam

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Dr. Amit Kapoor

Institute for Competitiveness

Jaideep Gandhi

Branding & Advertising Expert

Delhi Office

Shop No: 32-33, South Ext. Part-1, Om Vihar, Uttam Nagar (West), New Delhi-59, Phone: 011-25334822

Noida Office

B-20, Sector-57, Noida-201301

Phone: 0120-4007700; Fax: 0120 4007799

Mumbai Office

301, Kakad Bhavan, 3rd Floor, 11th Street, Opp. Gaiety Galaxy Cinema, Bandra (W), Mumbai 400050 Phone: 022 6620 6000, Fax: 022 6620 6099

Bengaluru Office

18, 3rd B Cross, Domlur II, Stage,

Bangalore 560071, Phone: 080-41119469

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FROM THE EDITOR'S DESK



We are living in interesting times when uncertainty looms large in all aspects of our life. There have been setbacks and then there have been opportunities. With change in attitudes toward working from home (WFH). The way we work has changed forever. Not to mention, such flexible work option of working from home or remotely in a hybrid work model will be a big equalizer for women.

This issue is dedicated to the women achievers of Indian real estate that have gone through their share of challenges to make their mark in the industry and how they are now the change makers paving way for the future generation of women professionals. It is pertinent to mention here, the role of men leaders has been equally important in giving the deserving women a seat at the table.

We hope you will enjoy reading this special issue as much as we did in putting this together.

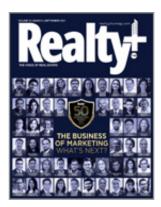
Happy Season's Greetings!

Sapna Srivastava

sapna.srivastava@exchange4media.com

You can access the web edition of Realty+ at www.realtyplusmag.com and also subscribe for the Daily Newsletter. You can send your letter to us at realtyplus@exchange4media.com mentioning the sections name in the subject line.

IN BOX



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I thank Realty+ for their earnest efforts from the onset to bring together all the stakeholders of the real estate industry. I also thank them for recognising and appreciating our efforts. We look forward to more fruitful associations with Realty+ and wish them all the best for their upcoming editions.

Dr Nitesh Kumar

Managing Director & CEO, Emami Realty

Realty+ is always on the top when it comes to covering the latest trends in the real estate market. They very aptly touch the subjects which create interest to the common men, professionals as well as very softly bring awareness in the society on the issues such as sustainability, pricing trends, design needs developed specially during this pandemic etc. Realty+ every issue is a treat for minds which are thirsty for new things happening in the world about design and construction technologies.

Amar Tendulkar

Chief of Design & Sustainability Mahindra Lifespaces

At the point when real estate in India had begun showing some strong signs of long term recovery, a steep jump in the costs of key raw materials like concrete, and steel, and so forth, has intensified the issue further. There is an immediate requirement of government intervention to control the consistent upsurge, otherwise, the developers and eventually the homebuyers will face a massive burden of the rising costs leading to higher property prices.

Cherag Ramakrishnan

Managing Director CR Realty



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A series of webinars that provide a platform to discuss current topics of interest to the real estate industry, featuring experts and industry leaders.

REAL TALK

Video interviews that address honest views & opinions, facts & figures for the benefit of all the stakeholders of the industry.



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For Brand Integration & Partnerships, contact:

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OCTOBER 2021





CONSORTIUM OF PSU BANKS TO FUND AMRAPALI PROJECTS

he consortium includes UCO bank, Bank of India and Bank of Baroda, among others that have agreed in-principle to infuse funds to the tune of around INR 1,000 crore and paperwork is likely to be completed by the month end.

The valuation work of five personal villas of former Amrapali directors,

A CONSORTIUM OF SIX PUBLIC SECTOR **BANKS HAVE AGREED TO INFUSE AROUND INR 1.000 CRORE** IN THE STALLED **PROJECTS TO ENSURE THEIR SPEEDY** COMPLETION.

which have been attached on court orders, is complete and five parties have shown interest in buying them at a cost that is more than the valuation price. The bench directed that all these villas shall be auctioned by public sector undertaking MSTC Ltd, which has been involved in auctioning of Amrapali properties earlier as well.

FIRST TIME IN 7 YEARS HARYANA AFFORDABLE HOUSING RATES INCREASED

or the first time in seven years, the Haryana government revised the rate of affordable housing projects, increasing them by ₹200 per sqft. The rate of affordable housing flats in hyper potential zones will now be ₹4,200 per sqft, in high potential zones, the rate will now be ₹3,600 per sqft, while in other areas, the rate will now be ₹3,200 per sqft. The cost of a balcony in affordable



REAL ESTATE EXPERT SAY THAT THE PRICE INCREASE WILL HAVE AN ONLY NOMINAL IMPACT ON THE BUYERS AS THE AREA OF AFFORDABLE FLATS IS BETWEEN 400 AND 800 SQ FT.

flats, which was earlier fixed at ₹500 per sqft, has been increased to ₹1,000 per sqft.

The affordable housing policy was launched in 2014 with fixed rates, which are being revised for the first time. The Haryana government has divided districts into hyper potential zones, high potential zones, medium potential zones, and low potential zones based on demand and rates. Directorate of Town and Country Planning said that the rates were revised due to an increase in the prices of raw materials and labour.



RURAL HOUSING SCHEME FUNDING TIED TO STATES' PERFORMANCE

he rural development ministry has tightened the process of releasing funds to states under the mega PM Rural Housing Scheme, linking it to their performance in the programme. So far, 50% of the central share of the scheme for a financial year was released by the Centre to the states as a first instalment at the beginning of the financial year.

The new rule says that at the onset of the financial year, an "annual financial allocation would be decided for each state/UT on the basis of the previous year performances, pending houses for completion and

ABOUT 2.10 CRORE
HOUSES ARE TO BE
BUILT UNDER THE
PMAY-G SCHEME,
OUT OF WHICH THE
GOVERNMENT SAYS 1.63
CRORE HOUSES HAVE
BEEN COMPLETED SO
FAR. SOME STATES LIKE
ASSAM, GOA, BIHAR
AND TAMIL NADU ARE
LAGGING.

utilization of available funds". The first instalment would now either be "50% of the annual financial allocation or against the targets allocated till the current financial year to the state/UT, whichever is smaller".

RERA APPLIES TO ALL ONGOING PROJECTS, RULES SC

Ra applies to all ongoing projects for which completion certificate hasn't been issued, the Supreme Court has ruled. "The clear and unambiguous language of the statute is retroactive in operation. The legislature consciously enacted a retroactive statute to ensure sale of plot, apartment or building, real estate project is done in an efficient and transparent manner so that the interest of consumers in the

THE LEGISLATIVE INTENT
WAS TO MAKE THE ACT
APPLICABLE NOT ONLY
TO THE PROJECTS YET
TO COMMENCE AFTER
THE ACT BECAME
OPERATIONAL, BUT ALSO
TO BRING UNDER ITS FOLD
THE ONGOING PROJECTS.

real estate sector is protected by all means," a Bench led by Justice UU Lalit said.

SNIPPETS

Europe's 1st Smart Canal

Sighthill housing development in north Glasgow at a COP26 event becomes the first of five housing sites to be connected to the Europe's first smart canal with an integrated water management system.

Melbourne Best City for Remote Working

Global property database Nestpick has revealed Melbourne as the world's best city leading in remote working conditions, providing domestic workers with all the tools needed to work from home.

RERA Can Delegate Its Powers

The Supreme Court has said the Real Estate Regulatory Authority can delegate its powers to a single member to hear complaints from homebuyers against builders.

World Economy Likely To Grow 4.4% in 2022

Barclays expects the pace of price rises to decelerate, especially in the second half of 2022, as base effects come into play and goods inflation moves closer to trend.

Centra Vista Mandates Eco-Friendly Measures

Preservation of topsoil, smog towers, use of fly ash in concrete are among the eco-friendly measures mandated in the tenders for the construction of buildings under the Central Vista project



HYDERABAD AMONG APAC'S FASTEST **GROWING REAL ESTATE MARKETS**

he city's office inventory has grown 11 per cent in the first three quarters (January to September) of 2021 despite the pandemic, the highest compared to all other cities in India. "The segment has doubled in the last four years, and we expect it to grow by another 50 per cent by 2025. Nearly 6 million sq ft of office space has been leased as of September and we expect the overall demand in 2021 to reach about 7.5–8 million sq ft," reported Veera Babu, Managing Director, Cushman & Wakefield (C&W), Hyderabad & East India.

HYDERABAD IS ONE OF THE FASTEST GROWING **REAL ESTATE MARKETS IN ASIA PACIFIC AND** IS ALSO HOME TO **SOME OF THE LARGEST CAMPUSES OF GLOBAL TECHNOLOGY GIANTS OUTSIDE THE US.**

Large occupiers such as Legato and Qualcomm have pre-leased nearly 2 million sq ft this year, a sign of occupier confidence and their

commitment to long-term growth in the city. Also, nearly 7.1 million sq ft of office space has been newly completed until the third quarter this year (September) and that again is the highest among all tier 1 cities in India.

Real estate in Hyderabad has witnessed minimal impact compared to other cities and recent data indicates that the real sector is rapidly headed towards a full-fledged recovery. This could be attributed to strong market fundamentals, continued State policy support and infrastructure-led growth.

PAINT MAKERS BRACE FOR RAW MATERIAL INFLATION

orthbound crude prices and global supply-chain disruptions have made Indian paint companies which have witnessed good volume growth in recent times brace for inflationary pressure on raw materials, logistical issues, pressure on gross and EBITDA margins.

Industry experts say an average

COMPANY-SPECIFIC HIKES ARE HIGH. SOME BEING UPWARDS OF 10 PER CENT IN PREMIUM CATEGORIES.

7-8% hike has already been taken across decorative paints in six months of FY22 - mostly passing on the bulk of cost increase which has been in 10-12 per cent range YTD.

Indian paint companies are stocked up to cater demand well into Q3, but the following quarter (January onwards) will be as "testing times", especially on the margin front. Volume growth though isn't the immediate concern for paint companies.



INDIA'S GDP TO RISE BY \$406B BY 2050 IN NET-ZERO SCENARIO

ndia's GDP will rise by \$406 billion by 2050 and more than 43 million jobs will be created, as the Asia's third-largest economy leaps towards a net-zero target, according to a report by Observer Research Foundation (ORF).

India is targeting to increase its low-carbon power capacity to 500 gigawatts (GW) by 2030, and meet 50 per cent of its energy requirements from renewable energy by 2030. Structural changes and accelerants are required to steer this transformation while balancing the twin goals of sustainability and development. "The net-zero pathway will require committing to a legally binding net-zero target by a fixed year. This, in turn, will thoroughly transform electricity generation, transportation, construction,

THE NET POSITIVE **IMPACT IS MAINLY DUE TO THREE FACTORS: INVESTMENTS IN NEW TECHNOLOGIES AND CAPACITIES: CHEAPER** RENEWABLE ENERGY AND A NET INCREASE IN DEMAND INDUCED BY CONSUMPTION AND EMPLOYMENT.

real estate, agriculture, cement, steel, and many other industries a largely private-sector transformation, driven by privatesector capital. Massive green investments will likely drive fast economic growth and create highquality jobs. Net Zero will prove to be a Net positive for India," said Jayant Sinha, Chairperson of the Standing Committee on Finance.

INDIA PAVILION ONE OF THE MOST **ICONIC AT DUBAI WORLD EXPO 2020**

merican Institute of Architects (AIA), a distinguished 164 year old international consortium of architects announced, India Pavilion as one of the most iconic pavilions at world expo 2020 Dubai.

Harvard alumni and Principal Architect of the India Pavilion, Dikshu C Kukreja said, "The cutting-edge design of India Pavilion which embodies Kinetic Architecture through its moving facade represents a vibrant, progressive contemporary nation which is today recognized by the world not only for its cultural legacy but also its new age technology."



PINARAYI VIJAYAN @ **VIJAYANPINARAYI**

The year-long farmers' protest has finally triumphed. Indian farmers have scripted one of the brightest chapters in the history of class struggles. #Farmlaws

UN-WATER @UN_WATER

For billions of people around the world, sanitation systems are either non-existent or ineffective. #WorldToiletDay

ANAROCK @ANAROCK

This International Men's Day, let's acknowledge the contribution our men make and empower them to take a step towards taking care of their physical and mental health. #mensday

COP26 @COP26

At #COP26, countries accelerated progress towards closing the emissions gap, and agreed to come back to do more for our planet in 2022.

EXPO 2020 DUBAI @ **EXPO2020DUBAI**

"If we work together as a community, we can gain a lot, beyond borders." — @ **Ivanpatric**

FROM INFLUENCERS TO CHANGE MAKERS

Women's place in Indian real estate has graduated from being mere influencers to decision makers and finally as the change makers, driving the transformations across realty segments.

By: Sapna Srivastava

any women leaders in varied businesses & industries often tell that the biggest challenge that they have faced is the people's presumption that they play a supporting role in the organization and not as the owners or CEOs. However, the change is evident as women are challenging stereotypes, pursuing technical degrees, facing gender bias in a male-dominated fields and are developing leadership skills, and nurturing their ambition.

WINDS OF CHANGE

If we look at the real estate buyers and investors, women's role was restricted to being advisors or influencer in the process of decision making. The last decade or so with increasing financial independence, we have seen active participation of women in property buying which more recently has led to them buying residential or



commercial property as a mode of financial investment.

The change is apparent on the other side as well. The developers are launching projects specifically for the women buyers or creating campaigns that explicitly target the women audience. With the business of real

estate going digital, more women are visible across realty segments leading the departments, as consultants and entrepreneurs and some even reinventing their careers after confronting ageism.

THE HURDLES TO CROSS

Regrettably, many companies still don't view gender diversity as a priority, because they don't see how it could benefit their bottom line. This holds truer for real estate given the precedence of male dominance. One of the major challenge faced by women leaders in real-estate is include work-life balance dilemma where the balancing act between family and work leaves women less time for effective networking, a necessity at a senior level. However, some women have launched their own successful enterprises to work in an environment that matches their ideals and lifestyle.

Another bitter truth is the pay inequality. The fact is that as the seniority rises the income disparity between men and women also increases. On one end the female professionals would need to standup for themselves and on the other HR policies have to be more stringent.

It is also seen that in the early stages of their careers, women in real estate tend to advance quickly but the advancement slows down as they get older. Women also tend to downplay their achievements, which hinders career advancement at C-suit level. Not only, women need to own their

REAL ESTATE ESPECIALLY,
TILL NOW CONSIDERED A
"BOY'S CLUB" HAS STARTED
SHEDDING ITS STEREOTYPICAL
IMAGE WITH THE ADVENT OF
TECHNOLOGY IN ALL SPHERES
OF BUILDING CONSTRUCTION
AND REALTY.

successes and use them for furthering their career but, the organizations too need to build a strong pipeline of women candidates at all levels that can be groomed for leadership positions.

TRANSFORMING THE SECTOR PIECE BY PIECE

There is still a lot to be done, perceptions to be changed, regulations to be reformed and old habits to be replaced with new ways of thinking. The Covid has been a catalyst of change creating more opportunities for women to work with flexibility of timing and location.

What's more, today men and women in leadership are mentoring the new female professionals, creating a level playground and are following the path of diversity and inclusion. The beginning has been made, the process is gradual, but achievements will surely be rewarding. With more women taking on leadership roles, businesses will open new opportunities for growth for female professionals and for diversity in boardrooms.



"INCLUSION MEANS BOTH MEN AND WOMEN SHOULD BE GIVEN EQUAL OPPORTUNITIES."

RENU MISRA

Joining virtually from Dubai at the Realty+ Women Icon Conclave & Awards 2021, Renu Misra, Leader MENA, LIXIL EMENA leading Grohe Middle East, Levant, Turkey, Israel, North & West Africa, a progressive leader with career spanning 25 years across a gamut of industries including Building Materials, FMCG, Office automation, IT & Telecom shared her observation, "Over the years, the mind-sets have changed and we are seeing much more diversity & inclusion

WHAT IS GOOD FOR
GENDER EQUALITY IS GOOD
FOR ECONOMY TOO. AMIDST
COVID, THE NEW WORKING
PRACTICES ADOPTED
WILL BENEFIT WOMEN'S
CAREER TRAJECTORIES IN
THE LONG TERM.

WOMEN IN BUSINESS - INDIA

India ranks third in the world for women working in senior management positions, according to the Women in Business 2021 report by global accounting and consulting firm Grant Thornton.

The percentage of women in senior management for India stood at 39%, as against the global average of 31%, which signals the changing outlook of Indian businesses towards working women.

initiatives being taken by organizations to not only be diverse in terms of gender but be inclusive in all aspects in terms of workforce."

Renu Misra concurs that the pandemic has been a game changer as it has proven that work can be done equally efficiently from remote locations and not necessarily office only. "The new way of working during the year 2020 has ensured more women will be able to have a career working from home or remotely. My advice to all professionals will be to be open to new challenges and keep reskilling and up skilling yourself. We have seen that the times can be really uncertain and therefore we should be flexible enough to change with times in our professions."

Also present at the Realty+ Women Icon Conclave & Awards 2021 was **Renu Sud Karnad, Managing Director, HDFC Ltd** who has been associated with real estate & mortgage industry in India for over 40 years. She also affirmed the transformation, "When I started, there

AHEAD OF GLOBAL AVERAGE

The percentage of women leaders across key positions in C-Suite in the country also emerged higher than the global average in the report. While globally, businesses with at least one woman in the senior management role increased to 90%, the same stands at 98% in India. In fact, 47% of mid-market businesses in India now have women CEOs compared with 26% globally.

were far less women in the organizations, so much so, that even women toilets used to be hardly available in the office buildings. Today, we have so many women professionals leading companies and departments with much aplomb."

Renu Sud Karnad further added, "Women still see raising children as their primary responsibility and sometimes find it hard to balance personal and professional responsibilities. In such situation family support becomes essential. Organization too can offer facilities like on-site day care, flexible working hours etc. that will help ease the home front responsibilities. After all, losing a competent professional is a loss for the company too."

Both, the veteran women leaders equivocally feel family support and changing organizational culture are the key contributors to ensure that women pursue their professional careers in various sectors. While, they felt fortunate enough to have their families support when they needed during



"WOMEN SHOULD THINK
OF THEMSELVES JUST AS A
PROFESSIONAL AND DEMAND
RECOGNITION FOR THEIR MERIT."
RENU SUD KARNAD

their professional career, they also advocate the need of providing career sponsors & mentors, men or women to whom young women professionals can reach out for support and guidance. "Simple steps such as setting worklife boundaries, open conversations with employees about their home lives and most importantly, supportive leadership can go a long way in ensuring that organizations can benefit from the skilled and experienced women workforce," they expressed.

The corporatisation of real estate sector is encouraging more women to choose it as a career option. The sector too needs diversity of thought and leadership at the top management. It is a proven fact that diversity builds better revenues and is a business enabler. Earlier the companies understand this, sooner they will see their bottom lines rising.

WOMEN **ICON AWARDS**

WOMEN LEADERS BUILDING THE FUTURE REALTY

Almost 100 women leaders of Indian realty converged at The Realty+ Women Icon Conclave & Awards 2021 held on October 8, 2021 to deliberate on the industry issues as well as celebrate the achievements of fellow women professionals.

he exciting day started-off on a positive note with an inaugural address of Dr. Annurag Batra, Editor-in-Chief & Chairman, exchange4media & BusinessWorld Media Group. He not only acknowledged the contribution of the women in various industries and sectors but also gave an example of his own organization where various vertical were being successfully led by women leaders. His words of inspiration for young women professionals set the tone of the day and was followed by the special address of Renu Misra, Leader MENA, LIXIL EMENA leading Grohe Middle East, Levant, Turkey, Israel, North & West Africa. She emphasized the role of her family support in her career progression of over 25 vears and felt that acceleration of remote working and hybrid model of working during Covid will be beneficial for women as it offers more flexibility to personal and professional life. "As per recent study, India now has even more



DR ANNURAG BATRA



RENU MISRA



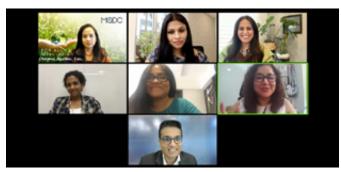
RENU SUD KARNAD

women in leadership than other countries and this is a good news for the India economy," she said.

THE PROLIFIC **DISCUSSIONS**

The first discussion of the day titled, Framework for the Real Estate of Future moderated by Ramesh Nair, Chief Executive Officer | India & Managing Director, Market Development | Asia • Colliers, had expert panel comprising Charu Thapar, ED - Property & Asset Management, Asia Pacific | Head - Strategy, Platform & Emerging Markets, JLL, Chulamas Jitpatima, Country Director, MQDC India, Gitanjali Mirchandani, Managing Director & Head Origination, JM Financial, Pushpa Bector, Executive

INDIAN REALTY SEGMENT IS FAST CATCHING UP WITH OTHER SECTORS LIKE IT AND FINANCE TO OFFER BETTER WORKING CONDITIONS TO FEMALE PROFESSIONALS.



PANEL 1: Framework for the Real Estate of Future

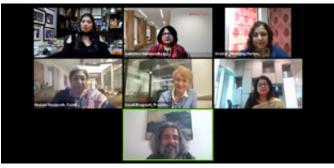


FIRESIDE CHAT 1: Breaking Barriers Paving way for Future Peers

Director, DLF Retail, Reeza Sebastian
Karimpanal, President, Residential
Business -Embassy Group & Sangeeta
Prasad, Strategic Advisor, Former
MD&CEO, Mahindra Lifespace
Developers. The panel members
concurred that we would see new
models of realty development
emerging across segments.
Next panel discussion themed,

Aligning Design & Technology with Human Experience with Moderator - Madhav Raman, Co-Founder & Principal Architect, Anagram Architects and speakers Dr Ananya Gandotra, Head of Design, Engineering and Sustainability • Birla Estates, Neelam Manjunath, Founder Manasaram Architects, Ponni M. Concessao, Principal Architect, OCI Architects, Sonali Bhagwati, President, DesignPlus Architecture Pvt. Ltd, Sheetal Rakheja, Managing Partner at AEON Design & Development & Sudeshna Mukhopadhyay, Vice President, Havells discussed the influence of technology on architecture and how best the two should be integrated for holistic outcomes.

The special segment Inspiring



PANEL 2: Aligning Design & Technology with Human Experience



FIRESIDE CHAT 2: Leadership of Youth Creating a New Normal

WHILE WOMEN
ARE INCREASINGLY
MAKING THEIR MARK
IN THEIR RESPECTIVE
PROFESSIONS,
INDUSTRIES TOO ARE
BECOMING MORE
GENDER DIVERSE
AND INCLUSIVE.

Stories first conversation on Breaking Barriers Paving way for Future Peers comprised veteral women leaders Dr Ananta Raghuvanshi, Senior Executive Director-Sales & Marketing • Experion Developers, Nela De Zoysa, Founder & Principal Architect, Nela De Zoysa Design Corporation, Sri Lanka & Sheila Sriprakash, Principal Architect, Shilpa Architects, Chennai. They spoke about their own journey, struggles and acheivements throughout their career.

The next dialogue of the segment titled **Leadership of Youth Creating a New Normal** had

young women entrepreneurs like Amanda Puravankara, Executive Director, Provident Housing Limited, Binitha Dalal, Head - Fund Raising, Rustomjee Group & Nandini Sampat, Principal Architect, Somaya & Kalappa Consultants talking about their unique challenges and about making their own place in the industry.

CELEBRATING WOMEN POWER

The power packed awards evening kicked off with the felicitation of Renu Sud Karnad, Managing Director, HDFC Limited. She was presented with the "Scroll of Honor" by Realty+ for her contributions to the sector. Accepting the recognition, she highlighted her own journey starting 40 years back and the transformations that have happened since then.

The much awaited Realty+
Women Icon Awards 2021 had
champions of the day joining live to
receive the esteemed award. The
eminent Jury members to shared
their thoughts and views virtually
and congratulated the winners.

RECOGNIZING THE WOMEN LEADERS OF REAL ESTATE

Realty+ Women Icon Awards 2021 jury panel comprised some of the most renowned professionals from various industries. The eminent experts diligently studied each nomination to pick the best out of the best for these prestigious awards

RENU SUD KARNAD MD, HDFC Ltd.

I am overjoyed to be a part of Realty+ Women Icon Awards 2021 wherein we will be recognizing the strong women leaders of real estate. It is a great initiative by Realty+ in promoting women in not



only real estate but all business segments.

GAURAV KARNIK Partner and National Leader - Real Estate, **EY India**

There are now many women who are choosing real estate as a career and are doing some pioneering work in their fields and also taking initiatives to help the sector grow.





ANURAG MATHUR CEO, Savills India

Realty+ Women Icon Awards is a platform to identify female leaders of the industry who have played a major role in various fields of real estate in terms of their leadership and becoming role models for

other women. Realty+ is taking an amazing initiative in applauding women efforts that will surely go a long way.

.....



PRADEEP AGGARWAL Founder & Chairman, Signature Global Group & Chairman -**ASSOCHAM National** Council on Real Estate, **Housing & Urban Development**

I sincerely believe that the creativity of women should

be appreciated which can be an enabler for the growth and in taking business to the next level.

.....

GAGAN SINGH Group Chief Evangelist | Culture, Anarock **Property Consultants** Pvt. Ltd.

I am truly passionate about furthering the cause of women in all aspects and I believe when it comes to profession, women have the



ability to lead from the front and set benchmarks.

.....

CHARU THAPAR Executive Director - Property & Asset Management, Asia Pacific, JLL

Realty+ Women Icon Awards is a credible platform that aims to inspire women by recognizing the success stories of women leaders

and felicitating them for their achievements.

.....



REALTY+ WOMEN ICON AWARDS 2021 EMINENT JURY

JURY CHAIR

RENU SUD KARNAD

Managing Director, HDFC Limited

JURY PANEL

ANURAG MATHUR

Chief Executive Officer, Savills India

ARVIND SUBRAMANIAN

Managing Director & CEO, Mahindra Lifespace Developers Ltd.

ASHOK MOHANANI

Chairman, Ekta World

ASHWINDER R. SINGH

CEO - Residential Real Estate, Bhartiya City

ANUBHAV GUPTA

Chief Executive Officer Vikhroli, Chief CSR & Sustainability Officer, Godrej Properties. Founder – GPL Design Studio

AVNISH SHARMA

Partner – Real Estate, Khaitan & Co.

CHARU THAPAR

Executive Director - Property & Asset Management, Asia Pacific, JLL

GAGAN SINGH

Group Chief Evangelist | Culture, Anarock Property Consultants Pvt. Ltd.

GAURAV KARNIK

Partner and National Leader – Real Estate, EY India

HARSHVARDHAN NEOTIA

Chairman & Managing Director, Ambuja Neotia Group

JAYA DHINDAW

Director – Integrated Urban Planning, WRI India

AR. (PROF.) KRISHNA RAO JAISIM

Founder, Jaisim-Fountainhead

PRADEEP AGGARWAL

Founder & Chairman, Signature Global Group & Chairman – Assocham National Council on Real Estate, Housing & Urban Development

PRADEEP LALA

Managing Director & CEO, Embassy Services Pvt. Ltd.

RAJESH PANDIT

Managing Director - Global Workplace Solutions, India & Property Management, India, South East Asia, Middle East & North Africa, CBRE

RAJNIKANT AJMERA

Chairman & Managing Director, Ajmera Realty

RAVINDRA PAI

Managing Director, Century Real Estate

SANJAY DUTT

Managing Director & CEO, TATA Realty & Infrastructure Ltd.

SANKEY PRASAD

Chairman & Managing Director (India), Colliers

SANTOSH AGARWAL

Chief Financial Officer & Executive Director, Alpha Corp Development Pvt. Ltd.

SUSHIL MOHTA

Chairman, Merlin Group

VINEET VERMA

Executive Director & CEO – Hospitality, Brigade Group



THE SHOW OF WOMEN POWER

These were the proficient nominees of the Realty+ Women Icon Awards 2021

AISHWARYA BANSAL

DIRECTOR

M3M INDIA PVT. LTD.

AJEETHA RANGANATHAN

ASSISTANT VICE PRESIDENT - PRODUCT
SHRIRAM PROPERTIES

AMANDA PURAVANKARA

EXECUTIVE DIRECTOR PROVIDENT HOUSING LIMITED

AMRITA GUPTA

CREATIVE DIRECTOR HOD- INTERIORS & ARCHITECTURE MANGLAM BUILDERS

ANAMIKA GUPTA

EXECUTIVE DIRECTOR
BUSINESS DEVELOPMENT
TABLE SPACE TECHNOLOGIES

ANJANA SASTRI

DIRECTOR - MARKETING STERLING DEVELOPERS PVT. LTD.

DR. ANANYA GANDOTRA

HEAD OF DESIGN AND SUSTAINABILITY BIRLA ESTATES PRIVATE LIMITED

ANITA SHEKHAR

HEAD - CLIENT ENGAGEMENT
GERA DEVELOPMENTS PVT. LTD.

ANKITA SOOD

DIRECTOR & HEAD - RESEARCH
REA INDIA

ANSHU SHUKLA

HEAD - DESIGN

GERA DEVELOPMENTS PVT. LTD.

ARPITA SRIVASTAVA,

SENIOR DIRECTOR & HEAD - INDIA OCCUPIER SERVICES

CUSHMAN & WAKEFIELD INDIA PVT. LTD.

ASHIMA SAINI

ASSISTANT VICE PRESIDENT - HR ANAROCK PROPERTY CONSULTANTS PVT. LTD.

BINITA PATEL

VICE PRESIDENT CONSULTANCY KNIGHT FRANK (INDIA) PVT. LTD.

BINITHA DALAL

HEAD - FUND RAISING RUSTOMJEE GROUP

CHAHANA GEHLOT

FOUNDER & CHIEF EXECCUTIVE OFFICER
PROPERTY XPO

CHETANA JOGI

FOUNDER STORIESBYDESIGN

DIANA MATHEW

DIRECTOR SMARTOWNER

DIVA JAIN

DIRECTOR

ARRJAVV BUILDER PVT LTD

DIVYA PURI SACHDEVA

ASSOCIATE DIRECTOR STRATEGIC MARKETING

CUSHMAN & WAKEFIELD INDIA PVT. LTD.

FATIMA SAIDI

HEAD - LUXURY RESIDENTIAL BUSINESS ANAROCK PROPERTY **CONSULTANTS PVT LTD**

GITANJALI MIRCHANDANI

MANAGING DIRECTOR & HEAD ORIGINATION - REAL ESTATE LENDING JM FINANCIAL CREDIT SOLUTIONS LTD.

HARSHIKA PATEL

ASSOCIATE DIRECTOR **SUN BUILDERS GROUP**

HEMAVATHI V

ASSOCIATE GENERAL MANAGER SALES & LEASING (SR. DGM LEVEL) **BRIGADE ENTERPRISES LIMITED**

ISHITA BHATTACHARYA

ZONAL BRAND HEAD TATA REALTY & INFRASTRUCTURE LTD.

JYOTI GANDHI

EXECUTIVE DIRECTOR BUSINESS EXCELLENCE GLEEDS CONSULTING (INDIA) PRIVATE LIMITED

KHAIR ULL NISSA SHEIKH

EXECUTIVE DIRECTOR WTC SERVICES

KIRAN BHAMBHANI

ZONAL BRAND HEAD, HEAD PR **RESIDENTIAL & CORPORATE** TATA REALTY & INFRASTRUCTURE LTD.

KIRANDEEP CHAKRABARTI

ASSOCIATE DIRECTOR **CUSHMAN & WAKEFIELD**

MANISHA DESHPANDE

STRATEGIC MARKETING LEADER **CENTRAL PARK**

MANJU GAUR

DIRECTOR **GAURS GROUP**

MARGI KHATRI

SR. SALES MANAGER SHIVALIK GROUP

MARIYAM HASAN

DIRECTOR - STRATEGIC PARTNERSHIPS EPISTLE COMMUNICATIONS

MEGHA MAAN

DIRECTOR, RESEARCH & CONSULTING SAVILLS INDIA

MILI MAJUMDAR

MANAGING DIRECTOR **GREEN BUSINESS CERTIFICATION INSTITUTE PVT. LTD.**

MONICA KAUL SHARMA

SR. ASSOCIATE DIRECTOR **CUSHMAN & WAKEFIELD INDIA PVT. LTD.**

MUDRA WEDHIKAR

CO-FOUNDER, CEO **CEYONE TECHNOLOGIES LLP**

NAZIA SHARMA

SENIOR ASSOCIATE DIRECTOR-MUMBAI HEAD **CUSHMAN & WAKEFIELD INDIA PVT. LTD.**

NEETU PILLAI NAG

ASSISTANT VICE PRESIDENT - MUMBAL **CUSHMAN & WAKEFIELD INDIA PVT. LTD.**

NIDHI RANA

FOUNDER & CHIEF EXECUTIVE OFFICER BE IN NATURE CONSULTANCY INDIA

NIKITA BANSAL

EXECUTIVE DIRECTOR CENTURY PLYBOARDS (INDIA) LTD.

NIKITA SHAH

DIRECTOR SHIVALIK GROUP

NIKITA SURATWALA

HEAD - CORPORATE MARKETING

ANAROCK PROPERTY

CONSULTANTS PVT. LTD.

ARCHITECT NITA I. KEMBHAVI

MANAGING PARTNER
& PRINCIPAL ARCHITECT
KEMBHAVI ARCHITECTURE
FOUNDATION

PANCHAM LILLANEY

CHIEF MARKETING OFFICER
R RETAIL VENTURES LTD.
JV OF WARBURG PINCUS & RUNWAL
GROUP

PARUL SINGH

REGIONAL PRODUCT & INNOVATION HEAD GODREJ PROPERTIES LTD.

PUSHPA BECTOR

EXECUTIVE DIRECTOR - DLF RETAIL

DLF LIMITED

DR. PAYAL KANODIA

TRUSTEE, M3M FOUNDATION

ARCHITECT DR. PONNI M. CONCESSAO

FOUNDER & PRINCIPAL ARCHITECT
OSCAR & PONNI ARCHITECTS

PIYALI DASGUPTA

DIRECTOR, CORPORATE - MARKETING & PUBLIC RELATIONS KNIGHT FRANK INDIA PVT. LTD.

PRIYA ADISESHAN

CHIEF PEOPLE OFFICER
GERA DEVELOPMENTS PVT. LTD.

RACHNA AGARWAL

PRINCIPAL ARCHITECT
STUDIO IAAD

RAJANI SINHA

CHIEF ECONOMIST AND NATIONAL DIRECTOR - RESEARCH KNIGHT FRANK INDIA PVT. LTD.

RANJITHA RANGARAJAN

HEAD - LANDSCAPE DESIGN BRIGADE GROUP

RASHMI KOHLI

CO-FOUNDER & DIRECTOR SPARROW INTERACTIVE PVT. LTD.

REEBA CHANDY

ARCHITECT DESIGN
CENTURY REAL ESTATE

REEZA SEBASTIAN KARIMPANAL

PRESIDENT - RESIDENTIAL BUSINESS EMBASSY GROUP

REJI MENON

VICE PRESIDENT
GERA DEVELOPMENTS PVT. LTD.

RITIKA SHAH

GM - CORPORATE MEDIA RELATIONS HIRANANDANI GROUP & COMMUNITIES

RIYA PATEL

ASSOCIATE
PEI COBB FREED & PARTNERS

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ROHINI B.M.

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R. SUCHITHRA

DIRECTOR - TENANT REPRESENTATION CUSHMAN & WAKEFIELD INDIA PVT. LTD.

SABEENA KHANNA

FOUNDER & PRINCIPAL ARCHITECT STUDIO KIA

SAKSHI SIKRI

SENIOR ASSOCIATE DIRECTOR- NCR CUSHMAN & WAKEFIELD INDIA PVT. LTD.

SHAILAJA BALACHANDRAN

MRICS, DIRECTOR **VALUATION & ADVISORY**

CUSHMAN & WAKEFIELD INDIA PVT. LTD.

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HEAD - REAL ESTATE INDIA & BANGLADESH SIEMENS INDIA

SHAZIA ANSARI

ASSISTANT GENERAL **MANAGER - SALES**

ALPHACORP DEVELOPMENT PVT. LTD.

SHEETAL REDDY

ASSOCIATE DIRECTOR TENANT ADVISORY GROUP

CUSHMAN &

WAKEFIELD INDIA PVT. LTD.

SHEETAL

MANAGING PARTNER

AEON DESIGN & DEVELOPMENT LLP

SHUBA VAANIS P

DEPUTY GENERAL MANAGER - HR **BRIGADE GROUP**

SHVETA MAHAJAN

DIRECTOR & HEAD - STRATEGIC CONSULTING - NORTH & EAST INDIA **CUSHMAN & WAKEFIELD INDIA PVT. LTD.**

SINAIYA PRESSWALLA

DIRECTOR

DELLA GROUP

SMITA AGARWAL

GROUP CHIEF FINANCIAL OFFICER **ANAROCK PROPERTY** CONSULTANTS PVT. LTD.

SMITA PATIL

CEO

SAMRAT SPACES PVT. LTD.

SMITA THORAT

FOUNDER & CEO BRANDNITI

SNEHAL BRAHMBHATT

CO-FOUNDER & COO SHILP GROUP

SNEHAL MANTRI

FOUNDER

MANTRI DEVELOPERS PRIVATE LIMITED

SMITA VIKRANTSINGH BHONSLE

LEAD - EOS/EHS/ESS/QAC

JONES LANG LASALLE BUILDING **OPERATIONS PVT LTD**

SONIKA BAKSHI

DIRECTOR - CORPORATE COMMUNICATIONS

CUSHMAN & WAKEFIELD INDIA PVT. LTD.

SOPHIA ALLWYN

ARCHITECT

BRIGADE ENTERPRISES LIMITED

SUJATHA GANAPATHY

VICE PRESIDENT WELL STANDARD BUSINESS

KNIGHT FRANK (INDIA) PVT. LTD.

SUNEETA KAR

DIRECTOR-LEGAL

PRIMARC PROJECTS PVT. LTD.

TAPASYA SHIVALKAR

JONES LANG LASALLE BUILDING **OPERATIONS PVT LTD**

UZMA IRFAN

DIRECTOR CORPORATE COMMUNICATION

PRESTIGE ESTATES PROJECTS LIMITED

VILMA CRASTO

SENIOR DIRECTOR - TENANT REPRESENTATION

CUSHMAN & WAKEFIELD INDIA PVT. LTD.

YUKTI ARORA

CO-FOUNDER & CPO

BUILDSYS

YUKTI NAGPAL

DIRECTOR

GULSHAN GROUP

WOMEN SUPER ACHIEVERS OF INDIAN REAL ESTATE

THE WINNERS OF THE FIRST EVER **REALTY+ WOMEN ICON AWARDS 2021**



PURAVANKARA EXECUTIVE DIRECTOR PROVIDENT HOUSING LIMITED



DR. ANANYA **GANDOTRA** HEAD OF DESIGN AND SUSTAINABILITY **BIRLA ESTATES PRIVATE** LIMITED



SASTRI DIRECTOR - MARKETING STERLING DEVELOPERS PVT. LTD.



SOOD DIRECTOR & HEAD - RESEARCH REA INDIA



SHUKLA HEAD - DESIGN GERA DEVELOPMENTS PVT. LTD.



ARPITA **SRIVASTAVA SENIOR DIRECTOR & HEAD -**INDIA OCCUPIER SERVICES **CUSHMAN & WAKEFIELD** INDIA PVT. LTD.



ASHIMA SAINI ASSISTANT VICE PRESIDENT - HR ANAROCK PROPERTY CONSULTANTS PVT. LTD.



BINITHA DALAL HEAD FUND RAISING. RUSTOMJEE, MUMBAI



CHAHANA **GEHLOT FOUNDER & CHIEF EXECCUTIVE OFFICER** PROPERTY XPO



JAIN DIRECTOR ARRJAVV BUILDER PVT LTD



SACHDEVA ASSOCIATE DIRECTOR -STRATEGIC MARKETING **CUSHMAN & WAKEFIELD** INDIA PVT. LTD.



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MUDRA WEDHIKAR CO-FOUNDER, CEO **CEYONE TECHNOLOGIES LLP**



NIKITA SHAH DIRECTOR SHIVALIK GROUP



NIKITA SURATWALA HEAD - CORPORATE MARKETING, ANAROCK PROPERTY CONSULTANTS PVT. LTD.



AR. NITA I.
KEMBHAVI
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KEMBHAVI ARCHITECTURE
FOUNDATION



PANCHAM LILLANEY CHIEF MARKETING OFFICER, R RETAIL VENTURES LTD. -JV OF WARBURG PINCUS & RUNWAL GROUP



DR. PAYAL KANODIA TRUSTEE, M3M FOUNDATION



PIYALI
DASGUPTA
DIRECTOR, CORPORATE
- MARKETING & PUBLIC
RELATIONS
KNIGHT FRANK INDIA PVT.LTD.



ARCHITECT DR. PONNI M. CONCESSAO FOUNDER & PRINCIPAL ARCHITECT OSCAR & PONNI ARCHITECTS



PRIYA ADISESHAN CHIEF PEOPLE OFFICER, GERA DEVELOPMENTS PVT. LTD



PUSHPA BECTOR EXECUTIVE DIRECTOR DLF RETAIL, DLF LIMITED



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RAJANI SINHA CHIEF ECONOMIST AND NATIONAL DIRECTOR (RESEARCH) KNIGHT FRANK INDIA PVT. LTD.



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ROHINI B.M
DEPUTY GENERAL
MANAGER - LEGAL
BRIGADE ENTERPRISES
LIMITED



SABEENA KHANNA FOUNDER & PRINCIPAL ARCHITECT STUDIO KIA



SANGEETA RAY
HEAD - REAL ESTATE - INDIA
& BANGLADESH
SIEMENS INDIA



SHEETAL
MANAGING PARTNER
AEON DESIGN &
DEVELOPMENT LLP



SHUBA VAANI S P DEPUTY GENERAL MANAGER - HR BRIGADE GROUP



SHVETA MAHAJAN

DIRECTOR & HEAD
STRATEGIC CONSULTING
- NORTH & EAST INDIA,

CUSHMAN & WAKEFIELD
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SMITA
VIKRANTSINGH
BHONSLE

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QAC, JONES LANG LASALLE
BUILDING OPERATIONS PVT LTD



SNEHAL BRAHMBHATT CO-FOUNDER & COO, SHILP GROUP



SNEHAL MANTRI FOUNDER MANTRI DEVELOPERS PRIVATE LIMITED



UZMA IRFAN DIRECTOR CORPORATE COMMUNICATION PRESTIGE ESTATES PROJECTS LIMITED



VILMA CRASTO SENIOR DIRECTOR TENANT REPRESENTATION CUSHMAN & WAKEFIELD INDIA PVT. LTD.



YUKTI NAGPAL DIRECTOR, GULSHAN GROUP

FEATURE

BREAKING BARRIERS PAVING WAY FOR FUTURE PEERS

REALTY+ PRESENTED A CONVERSATION WITH THE VETERAN PROFESSIONALS OF THE REAL ESTATE, BUILDING AND CONSTRUCTION INDUSTRY ON THEIR EXPERIENCE OF BREAKING THE LONG-HELD TRADITIONS AND CUSTOMS TO CHART THEIR OWN PROFESSIONAL & PERSONAL JOURNEY.

he seasoned women professionals spoke about their struggle to pursue their dreams. Their message for women professionals of today was to be passionate about what they do and for the organizations to be flexible and encouraging towards women employees.

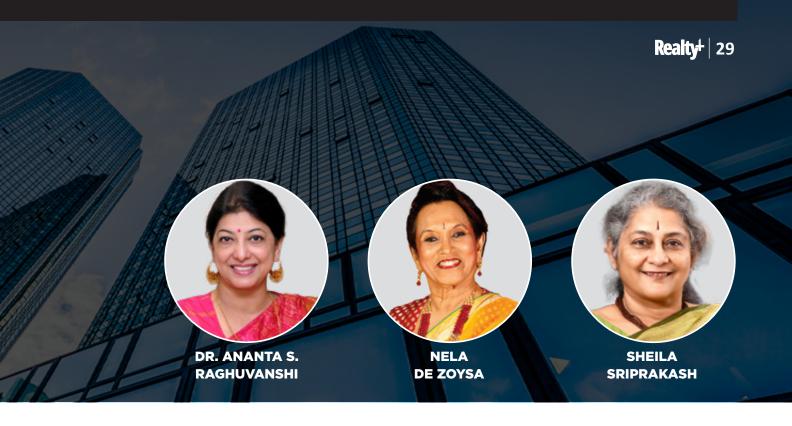
Dr. Ananta S. Raghuvanshi, **Senior Executive Director-**Sales & Marketing, Experion Developers, a corporate leader in the real estate industry for more than three decades has led quite challenging national and international assignments. Recounting her journey she said, "I wanted to be part of the glitzy world of expensive things and what can be more expensive than real estate. Initially it was a culture shock as the realty industry was an unorganized sector when I stated. I not only faced the challenges head on but also carved my own niche over a

period of time."

Nela De Zoysa, Founder & Principal Architect, Nela De Zovsa Design Architect, Sri Lanka, in her own words has lived her life backwards. She explains, "I got married and had children at a young age. It was after that, I once again pursued my studies and did architectural graduation and joined my father, a wellrenowned architect of Sri Lanka in his architectural practice." Today, Nela has the distinction of being the only living architect in Sri Lanka to be an Honorary Fellow of the American Institute of Architects and Royal Institute of British Architects. She is the first Sri Lankan to be elected to the RIBA Council and the first Sri Lankan to be elected to the Strategic Council of the American Institute of Architects.

Sheila Sriprakash, Principal Architect, Shilpa Architects, started her architectural practice WOMEN ARE GOOD AT MULTITASKING AND THEY NEED TO CAPITALIZE THAT STRENGTH TO PROVE THAT THEY ARE NOT ONLY EQUAL BUT BETTER THAN MALE COUNTERPARTS.

in 1979 and was the first Indian woman to be a part of the World Economic Forum's Global Agenda Council on Design Innovation in 2011 as one of the 16 international experts in design and innovation. However the journey had not been easy said Sheila, "My husband encouraged me to start out on my own and I began with doing really small scale projects. Many a times I would be rejected by clients for large scale projects as I was a women architect."



THE PAST AND THE PRESENT

After years of working with her father, **Nela De Zoysa** started her own architectural firm. "My work and achievements, more often than not would get overshadowed by the name and stature of my father's well-known practice. By starting my own firm I was able to create my own identity in the industry and owned my achievements." Indeed, today she is known as a lady of many 'firsts in Sri Lankan architecture'.

Sheila Sriprakash too through an arduous journey of working on small jobs created her niche by bringing uniqueness to her projects irrespective of their size. "I decided whatever will be the scale of work, I would bring an individual style to it by practicing eco-friendly designs and that created a differentiator for my work and clients started

PUT YOUR BEST
EFFORTS TOWARDS
EXCEEDING
CORPORATE
GOALS. LEARNING
IS MORE
IMPORTANT THAN
EARNING.

approaching me as they wanted similar architecture and designs." No wonder, today she is known as a sustainability expert and is closely associated with the Chennai Smart City.

Dr. Ananta S. Raghuvanshi while working in the real estate profession, all through her career continued her academic studies and went on to earn a PhD in Marketing Management. "In the early years of the career, being a women professional in real estate was not easy. The male colleagues would not take you

seriously and one had to prove oneself more to the rightful respect and acknowledgement." Not to mention, becoming a Chief Executive of a real estate MNC in her thirties was a proof of her hard work and abilities.

MESSAGE FOR THE YOUNG GENERATION

Dr Ananta Raghuvanshi believes women need to be selective about the kind of organization, they wish to associate with Sheila Sriprakash feels that organizations need to be much more flexible in the way of working so as to enable more women architects to join the profession. As per Nela De Zovsa, more women need to come at the forefront of architectural profession and as women have an innate sense of balancing work and life, they can achieve much success in their careers.





WOMEN AC RESIDENTI

manda Puravankara leads the product development lifecycle, from land acquisition, concept and design, to market strategies. She has also led the customer experience team and co-anchored the R&D team. Amanda completed her Bachelor's degree with Honors from the University of Southampton, England.

Amanda Puravankara has been with the company since 2014 and in the present role since 2018. Amanda's inspiring leadership fuelled a positive organisational restructure within Puravankara. She was instrumental in conceptualising and launching two ambitious PHL projects - AdoraDe Goa (in Goa) and Park Square (in Bengaluru). The Company successfully sold 80% inventory which was open for sale on the launch day for both the projects.

Amanda's multi-fold leadership approach ensures a superior customer experience, an inclusive and democratic work culture, and sustainable business growth. Her sharp foresight about customer aspirations and in-depth market insights were key in the launch of Provident Housing Ltd., the affordable luxury offering of Puravankara.

She was aware of an irrefutable gender disparity in property ownership AMANDA IS THE FACE OF NEW-AGE AND PROGRESSIVE LEADERSHIP OF REAL ESTATE, WHO QUESTIONS ARCHAIC RULES OF THE INDUSTRY, AND BRINGS IN A FRESH PERSPECTIVE ON BUSINESS STRATEGIES.

and to enable more women to enter the real estate market and become homeowners, under her leadership, Provident Housing launched 'MyPinkHomes'. This platform was specifically crafted to cater to the needs of women homebuyers and provide them with a frictionless home buying experience. It signalled a change in tide favouring women homebuyers while driving industry leaders to rethink their strategies to enable more women to own property.

As a woman in power within a traditionally male-dominated sector, Amanda shoulders the responsibility of an effective business leader and a trailblazer for aspiring women entrepreneurs. She strongly believes that an organisation's responsibility extends beyond its fiscal goals. Amanda has cultivated a culture that insists on inclusion within the workforce and

celebrates diversity. She was instrumental in strengthening systemic checkpoints to ensure fair and equal representation of women across all company divisions. Amanda regularly organises training sessions for women colleagues keen to take on leadership roles.



AMANDA PURAVANKARA DIRECTOR, PROVIDENT HOUSING LIMITED, BENGALURU





WOMEN **ACHII**

terling Developers Pvt. Ltd. is run by my family. I have been with the company since 2015. I started out as a Marketing Executive and graduated to Director - Marketing. I have done my MBA from University of Michigan Ross School of Business, 2019 and did BSBA from Boston University Questrom School of Business, 2015.

I currently direct the marketing efforts for three residential projects in Bengaluru and spearhead the online and offline campaigns with a special focus on digital media marketing. Additionally I assist our sales vertical with sales strategy and planning.

Lam a CREDAL South Zone Representative for Clean City Movement and also CREDAI Youth Wing representative on the CREDAI National Board for New Initiatives. I pioneered the Bio bin waste management system and was the first in the southern region to implement this waste management system. This served as an example for other developers to follow.

Thinking ahead, my focus is on developing unconventional marketing methods to help increase our target audience thereby driving sales. I have carefully built our channel partner network and grown it nearly 100% in the

YOUNG EVER

past year and a half. I aim to double our channel partner network and support them in driving 65-70% of our sales.

I am eager to push the company into new geographic locations and as we diversify our portfolio, I will play a key role in our expansion into commercial real-estate. This will push me outside my comfort zone of marketing, to learn about the construction and execution of a commercial space.

Since I've joined the company I have encouraged the inclusion of more women in our workforce. We have increased the percentage of women in our workforce by nearly 100% over the past three years. We have also built a supportive culture for women at the company and have encouraged women to lead teams and represent the company with confidence.

MY FOCUS HAS BEEN ON ENHANCING CUSTOMER EXPERIENCE IN UNCONVENTIONAL WAYS AND IMPROVING THE BUYING PROCESS THROUGH THE INTEGRATION OF TECHNOLOGY AND VIRTUAL REALITY.

ANJANA SASTRI

DIRECTOR MARKETING, STERLING DEVELOPERS PVT. LTD., BENGALURU





WOMEN AC SUSTAIN

r. Gandotra, has been working with Birla Estates from April 2016. She heads various design functions across Architecture. Structural Engineering, MEP, Interiors, Landscape and BIM. Ananya, provides strategic design direction and helps deliver real estate projects successfully.

Ananya has 27+ years of professional expertise across various asset classes (hotels, office, and retail, plotted development, residential and industrial), and has held positions such as, Head of Technical Services at Taj Group, Add. Chief Architect at DLF and Head-Planning and Design at Indiabulls Real Estate. At the Taj, she was instrumental in the implementation of the Technical Services Agreement for all Management Contract projects for the Taj Hotels across India and International. She also oversaw Design documentation and management, critical construction approvals, for all IHCL asset properties

Dr. Gandotra holds a doctorate in Architecture from Cardiff University, Wales, UK, besides having a Master's degree in Design from India's premier engineering institute: Indian Institute of Technology- Delhi. She graduated in Architecture in 1993 and was awarded

CHIEVER IN IABILITY

AS A WOMAN LEADER, I
BELIEVE WE HAVE THE POWER
TO CHANGE THE DYNAMICS &
RESHAPE THE CONVERSATION,
TO MAKE SURE WOMEN'S
VOICES ARE HEARD AND
HEEDED, NOT OVERLOOKED
AND IGNORED.

gold medal for academic excellence by Mangalore University. During her various roles she has led teams and worked with global consultants like Foster and Partners, Zaha Hadid, LERA, Sassaki, WATG, Buro Happold, BPI, Belt Collins, Cooper Hill.

As a start-up company and the Head - Design and Sustainability, the responsibility lies on providing a LifeDesigned apartment that caters to the customer needs and the environment. Being well aware of our responsibility towards a better and cleaner environment, our efforts in environment management go well beyond mere compliance with statutory requirements. We successfully earned the Platinum certification for our commercial property Birla Aurora in 2015 and followed up with Platinum Certification for Birla Centurion, our second property in Worli. Our

maiden residential property, Birla Vanya offers gold-rated Pre-Certified IGBC green homes. This has marked the beginning of integration of sustainability practices in Birla Estates' developments.



DR. ANANYA GANDOTRA

HEAD OF DESIGN AND SUSTAINABILITY, BIRLA ESTATES PRIVATE LIMITED, MUMBAI





WOMEN AC PROPERTY C

ith over a decade of experience in real estate consulting, research and strategic advisory, I currently spearhead the research vertical in REA India that is part of the larger REA Group of Australia with a market cap of A 20 billion. The key objective of Research in REA India is building brand equity through thought leadership

Having started the vertical from scratch a year ago research in REA India today, is sought after by the media, industry stakeholders and the consumers for its actionable data backed insights. The publications and indices have been pioneering and unique for highlighting nuances of the sector from both the offline and online demand activity, which act as key indicators to gauge the market movement. The company clocked YoY growth in brand outreach and market penetration through thought leadership research.

In a short span of time, I have led over ten reports and opinion pieces on pertinent real estate themes and addressed multiple media conferences to build and take forward the brand. Along with micro analyses. I engage in macroeconomic associations like consumer spending, socio economic spending patterns to draw a holistic

CHIEVER IN CONSULTANT

picture of the demand and supply dynamics in the sector. Today, research at REA India, has positioned itself as a thought leader for its depth of knowledge and usable insights among the media and other stakeholders

I launched India's only active housing price index with ISB to track and tab the market movements and spearheaded the first quarterly Housing Price Index in collaboration with ISB, Hyderabad. The index is a tool to gauge market demand and price dynamics across top 8 cities.

I further deep dived into the synergy between healthcare infrastructure and real estate development in India. The report highlights the inadequacy of India's healthcare system and presents a detailed analysis of the relationship of healthcare and real estate development across the top eight cities. I also launched India's first monthly online property search index (IRIS) for 42 cities.

I HAVE BEEN INSTRUMENTAL IN BUILDING BRAND EQUITY THROUGH THOUGHT LEADERSHIP AND USABLE INSIGHTS.



ANKITA SOOD

DIRECTOR, HEAD OF RESEARCH GROWTH MARKETING REA INDIA, GURUGRAM





WOMAN IN DF

am a seasoned architect and a construction management professional with 20+ years of experience in large-scale commercial development and community homes across ten cities. I am passionate about sustainability, green buildings, and energy-efficient homes. At Gera Developments, I started with a mandate to streamline the Design process, implement value engineering in the construction workflows and produce designs that deliver on the Brand Promise of 'Outdo.'

In my second year with the company, I took up a leadership role to unify the concept design and execution functions and drive efficiency in the entire design process. I have repeatedly delivered significant impact both on the company's top line and bottom line and consider myself an integral part of the growth story at Gera. My work spans the following areas: Deliver on the Brand Promise of 'Outdo' by designing consumer experiences that far exceed the expectations.

I believe in the ability of architecture, research and design thinking to deliver a huge impact in the world we live. I have a wide variety of experience across different aspects of architecture including

ACHIEVER SIGN

I HAVE ALWAYS ENSURED THAT MY TEAM IS DIVERSE SINCE I BELIEVE IT IS AN IMPORTANT ASPECT OF MY CONTRIBUTION AS A WOMAN TEAM LEADER.

a multidisciplinary research and development-based design process. I strive to build an environment through the creation of beautiful, ecofriendly, sustainable and functional architecture.

As the Head of Design, my role and responsibility demands that I constantly Create, Develop and Implement Customer Centric design concepts to enhance the brand value of Gera Developments. Leading a young and enthusiastic team, I look to guide and motivate them to challenge themselves and strive to outperform in every task that they undertake.

I have played a significant role in organizational growth by developing and managing productivity, continuously improving the design team's production capabilities, and ensuring that design and creative projects are delivered on time with quality control. I have supported the organization in establishing and

developing best practices in design apart from leading collaboration with other team members to deliver projects and activities within the timelines.



ANSHU SHUKLA HEAD OF DESIGN. **GERA DEVELOPMENTS, PUNE**

Realty+ WOMEN ICON CONCLAVE & AWARDS 2021



WOMEN AC ORGANISATI

n her current role, Arpita's focus is on setting up & driving institutional sales platform for incremental multi -service revenue growth for C&W India, both inorganically through new client acquisitions and organically through focussed account-based sales to institutionalise existing and emerging clients in India. Arpita brings together her breadth of experience & work, closely with functional leadership of four different business lines & city level leadership, to drive institutional sales on the Occupier side. She also holds the additional responsibility for driving national sales for Project Management (Occupier) business in India.

Arpita successfully set up institutional sales platform for C&W India as Head of India Occupier Services. She was part of the core team to lead JLL's 1st Vested Outsourcing contract with Cognizant. An outsourcing model that enabled client to take a quantum leap in their outsourcing journey. A usual journey of 8-10 years in emerging markets, crunched to 1 year; structured through yearlong engagement, driven by an Australia based Vested outsourcing specialist,

She developed Premium Asset Management product for selling a differentiated offering to Institutional

CHIEVER IN ONAL SALES

ARPITA HAS WON & SERVICED PROMINENT CLIENTS IN INDIA LIKE PEPSICO, ACCENTURE, COGNIZANT, CAPGEMINI, PAYTM, MUFG AMONG OTHERS AND HAS LED INTEGRATION OF DTZ AND UGL'S EQUIS OPERATIONS IN INDIA.

& transformation for Capgemini & Cognizant won all round recognition from clients & JLL Exec for successfully steering the delivery team to deliver transformational outcomes for clients. She also rolled out a new Solution sales model for the business within first 3 month and delivered 400+ man hours of sales training to PDS team on the "new way of sales" for PDS (O).

Arpita set up the core team to drive the Bangalore Covid Support Group (BCSG) in 2021 for employees and Real Estate Stronger Together (REST) program in 2020 aimed at providing financial relief to people in real estate fraternity during Covid. Arpita is also the deputy Chapter Lead for Women's Integrated Network (WIN) in C&W India to develop and support the talents of women team members.







ACHIEVE

am a Senior HR professional with 13 + years of rich experience in various facets of HR like Business HR. Talent Management, Recruitment. Performance & Rewards and Project Management & Employee Engagement. I have forged a unified & cohesive approach to achieving business objectives and I am adept at articulating, formulating & executing HR strategies that are in sync with business objectives with an ability to understand the nuances of the business & its key drivers to align HR interventions to add value. Prior to Anarock. I have worked with Puravankara and with Cushman & Wakefield for 8+ years as senior business HR.

In my current role, I head the HR-Business Partner function for the South India, collaborating with Business Heads to provide solutions related to people, policies and processes and linking people with strategic business goals to improve business performance and develop a culture that foster innovation. diversity, and competitive advantage.

I have led HR Global projects for India in Cushman & Wakefield (mv previous Company) - Taleo & Workday Implementation. Effectively led the design, testing and implementation of

MEN RS IN HR

I HAVE BEEN CONDUCTING FOCUSSED RECRUITMENT DRIVES, COORDINATING FOR THE MENTORSHIP PROGRAM AND CONDUCT REGULAR COFFEE CONNECT SESSIONS WITH ALL OUR WOMEN EMPLOYEES.

these HR systems for All India working very closely with APAC & global HR Teams.

I initiated Employee Connect at Puravankara –a program for interaction between employees and management at regular intervals for all teams including focussed group discussion exercises with different teams. Also, led sales effectiveness program for training and mentoring the entire sales team at Puravankara along with an external coach.

I have helped business in achieving their goals by:

- Effective Talent Acquisition -Support & Hire key talent within timelines and budgeted cost. Talent availability @ 90% of budgeted numbers
- Talent Performance & Productivity

- Quarterly talent review exercise in close co-ordination with City Leads
 Business Heads. Conduct effective
 R&R programs
- Talent Management Employee engagement activities branch wise, Employee Connect and Support & Advisory to Business. Regular Site Visits in all locations.



ASHIMA SAINI
ASSISTANT VICE PRESIDENT - HR,
ANAROCK PROPERTY CONSULTANTS PVT. LTD.,
BENGALURU





WOMEN ACHI

I have had the good fortune to have the best mentors to support my journey in the industry. I joined the Business in 2008 when the world went through the Lehman Crisis and I got my first-hand experience in the University of HardKnocks. Starting in operations I carved my niche in finance and have raised over a 1.5bn dollars for the group across the years.

I serve on the CREDAI National board and have been active in organising landmark events for the industry. I was the Co-Convener for CREDAI Youthcon19 and Co-Chaired Bankcon for CREDAI. I serve as the Banking Committee Convener in CREDAI National, CREDAI Youth Wing and CREDAI MCHI, I also serve as the Managing Committee member at CREDAI MCHI and was the secretary of the Womens wing at CREDAI MCHI in its 2nd term.

I started at Rustomjee, in operations in 2008 and worked on the planning and concept stage of our 217 acre township project in Virar namely Global City. Post that due to the Lehman Crisis I took up the mantle to strengthen the financial base of the organization and have worked across lenders and projects to raise more than 1.5\$Bn for the group till date and

YOUNG EVER

REAL ESTATE HAS BEEN MY PASSION AND GIVING BACK MORE TO THE INDUSTRY IS SOMETHING IN WHICH I STRONGLY BELIEVE.

have forged strategic platforms with Keppelland a Singapore Developer backed by Temasek as well as with IKEA for fully furnished homes in a suburb of MMR namely Virar. Along with this I have also sold apartments worth 125cr to Union Bank and Bank of Baroda across the years.

As the secretary of the women's wing, I work to make the industry more inclusive and have been constantly endeavouring in making the industry more woman friendly. During the pandemic second wave me and my friends created the Indiashield - a volunteer based app with more than 400 volunteers that provided 24X7 help to people across the country in finding medicines, beds, oxygen Concentrators and cylinders.







WOMEN A IN TECHI

hahana Gehlot is a young leader with an instinct for success, who started PropertyXpo.com from a single room. She has total 14 years of experience and last 8 years she has given to the real estate industry. Starting her journey from a humble beginning in sales and marketing to becoming a pro in the real estate industry, she has shouldered every responsibility with great competence and pride

Today, propertyXpo com is a reputed brand in the industry and has an established name in the market, which offers the best infrastructure facilities accessible to its customers and employees and by giving the best of the best services and infrastructure facilities to employees and clients.

Chahana, a believer by heart constantly grooms and nurtures her abilities and strengths to bring about the best for all stakeholders organization, customers, society and self. As a Founder Chief Operating Officer at PropertyXpo com, she is responsible for building a world class real estate platform that addresses the diverse customer requirements, keeping abreast with the ever changing and ever evolving market trends. Her expertise spans across designing strategies and building system processes. She

ACHIEVER NOLOGY

ENTREPRENEURSHIP IS
SOMETHING THAT COMES
NATURALLY TO CHAHANA. HER
TENACITY AND ATTENTION TO
DETAIL HAS HELPED HER EXCEL
IN EVERY DOMAIN SHE HAS
VENTURED INTO.

is proficient in developing immensely successful marketing and sales pitches

Today, Chahana is a seasoned name in the real estate domain. She has gained the respect and trust of all for creating and controlling world class real estate platforms and for building cohesive teams. Some of her achievements include, Mobile first SaaS platform- Perfect CRM, More than 350 projects live on platform with 200+ microsites, Leader in organic leads with 72% buyer traffic, preferred by Google ranks in top 10 Google search, Luxury real estate sales of more than USD 40 Million, 100% bootstrapped company with earnings more than USD 1.0 Million.

For women empowerment, Chahana believes, that a firm or a company should have – Equal participation of women, Timely promotions, Recognition, Prevention of Sexual harassment, Maternity leave and Cab facilities for females.







WOMEN A IN FIN

iva has been a part of the Arrjavv family since 2005 and became the Director and the Head of Organizational Planning and Finance at Arrjavv in the year 2007. She oversees Project Selection and Financing, Marketing, Branding and Consumer Research. Her role extends to the execution of feasibility studies for targeted geographies and financial assessment and analysis prior project commencement. Her other roles include. Designing a structured reporting system along with a defined hierarchy and maintaining & implementing a strong corporate governance within the organisation.

Diva graduated with a BSc. (Hons) (First Class) in statistics from St. Xavier's College, Kolkata and completed Executive-level MBA program at Wharton, Kellogg and Indian School of Business - PGPMAX - graduating member of the 'Dean's List'.

Diva has holistic business experience in finance, actuarial consulting, entrepreneurship, international trade and real estate. Some of her contributions comprise -

- Streaming extensive investment analysis & financial planning for Arriavy to ensure that it achieves a debt-free status
- Implementing a state-of-the-art ERP system to smoothen workflow

ACHIEVER ANCE

andincrease capacity as well as efficiency

- Designing & implementing CRM systems to improve customer responsiveness, acquisition and conversion.
- Streamlining costs and optimizing capital intensity of major projects

She was invited to host leading policy makers on economics for seminars at 'CREDAI.' Several columns written by her in leading publications have garnered acclaim and appreciation from key policymakers in the Ministry of Finance including Krishnamurthy Venkata Subramanian, Chief Economic Adviser, Government of India.

Diva is also a leading member of CREDAI Women's wing and has conducted various seminars to educate women on finance and help them play a leading role in business. She is also committed to empowering and enfranchising women to break barriers in business and crack the glass ceiling in professional organizations. In 2005, she founded 'Arrjavv Charitable Foundation' that spearheads the CSR initiatives of Arrjavv.

DIVA JAIN

DIRECTOR ARRJAVV KOLKATA DIVA HAS DESIGNED AND CONCEPTUALIZED MAJOR AWARD WINNING MARKETING CAMPAIGNS AND A PLETHORA OF GROUND-BREAKING DEVELOPMENT PROJECTS.







WOMEN A IN MAR

n engineer and MBA by education, I am storyteller by profession. I have 12 years of rich experience in Strategic Marketing, Integrated Corporate Communications, Brand Marketing & Management, Content Marketing and Client experience.

I am associated with Cushman & Wakefield for 10 years. My journey started with managing internal communications, brand management, knowledge management for the firm. Aligning to the focus of the organisation my role graduated to be more client centric and my focus needle skewed towards client experience and engagement. I took charge to support the organisation with sales enablement, client communications, event management and bid support.

In my present role, I lead the client marketing for Cushman & Wakefield and have been in this role for last 5 years. My passion is to maintain relationship between brands and consumers by delivering stories propelled by convergence of powerful content and technology. My day to day tasks ensures an exciting correlation of translating my marketing knowledge into content driven measurable campaigns. I take pride in delivering GTM campaigns

ACHIEVER KETING

THE ORGANISATION WENT
THROUGH A SERIES OF
MERGERS & ACQUISITIONS
DURING MY STINT AND I
PLAYED AN INTEGRAL ROLE IN
REBRANDING EXERCISE, BRAND
MARKETING AND CHANGE
MANAGEMENT.

that enhances client engagement and connects down to point of sale. As a marketer, I have partnered in my organisation's growth and objectives.

- ROI tracked for each marketing activity events, communications, RFPs and connected to point of sale
- Client satisfaction measured and contributed effective business decision making
- Analytics to support building sales pipeline building
- Managing entire business intelligence operations and reporting
- Crucial in implementing brand positioning and establishing the brand voice in the country

I also planned & executed biggest ever series of events in Company's history with Global board representatives. I also launched thought leadership formats - Conversations with CW and implemented Pandemic learnings and new formats for client interface Open Mic.

I organised and launched Women's Integrated Network in India, an extension to company's global WIN program and also mentor at KoolKanya. com - a career platform for women.



DIVYA PURI

ASSOCIATE DIRECTOR, STRATEGIC MARKETING, CUSHMAN & WAKEFIELD INDIA PRIVATE LIMITED, GURUGRAM





WOMEN AC ORGANISA

atima is responsible for the overall direction, strategy and growth of the firm's Residential Luxury

Sales Division In her current role, Fatima has advised and serviced countries most prominent business houses, corporates and HNIs and has led the company to record revenues and capturing a lioness's share of the market. Before her career in real estate sales. Fatima has worked in various roles in international and domestic markets ranging from key account management, client relations, public relations, event management and photojournalism.

Fatima has completed her bachelor's degree in Communication Studies from SNDT Women's University, Mumbai, India At SNDT, she served as the President of the Student's Council and was the recipient of the Deans Special Award as an Outstanding Student After receiving a prestigious Deans Entrance Scholarship at York University, Toronto, Canada, she completed a second Bachelor with honours in Arts and a Masters in Environmental Studies.

At Anarock, she has grown the division's revenue by 10x in the last 5 years and has been instrumental in transacting over 1500 Cr of Luxury Real Estate in FY 20 21 alone. Fatima leads

CHIEVER IN FIONAL SALES

AS A LEADER, FATIMA HAS ENSURED THAT DIVERSITY AND EQUALITY ARE WOVEN INTO THE CORE FIBRE OF HER BUSINESS.

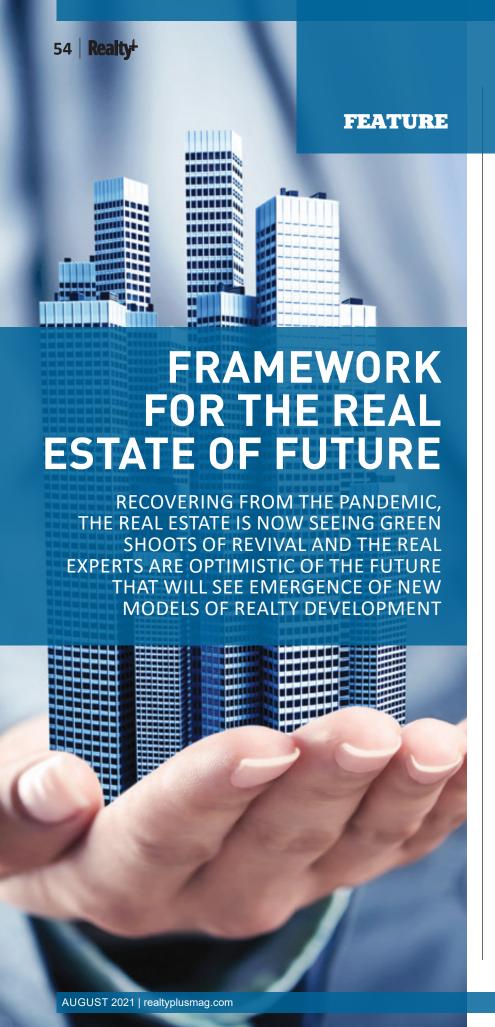
the most profitable and productive sales team in the country, hitting revenue goals as high as \$250M in a single year. She has exceeded all metrics for gross profit, net margin, revenue per employee, and new business development and has enabled the organization to acquire and retain its position as the dominant player in the Luxury Real Estate market.

Fatima regularly participates in mentoring programs to coach women with career and leadership development. Fatima is also a core member of the Sexual Harassment Committee (under the Prevention of Sexual Harassment of Women Act) and is deeply committed to ensuring that persons of all genders/orientation/race/ethnicity have a safe, fair and encouraging work environment. She is a firm believer that diversity and inclusion are key to employee wellbeing, performance and business success.



FATIMA SAIDI

HEAD - LUXURY, RESIDENTIAL REAL ESTATE, ANAROCK PROPERTY CONSULTANTS PVT. LTD, MUMBAI



he real estate reformations such as RERA and setting up of IBC have been a driving force in bringing transparency and accountability in the sector. The recent pandemic has further led to a consolidation of the sector. According to Ramesh Nair, CEO, India & Managing Director, Market Development, Asia, Colliers under the Insolvency and Bankruptcy Code (IBC) the decision to treat homebuyers equal to banks while recovering dues from stressed realty firms has boosted the confidence of customers.

Gitanjali Mirchandani, MD & Country Head Origination & Analysis, JM Financial Credit Solutions Ltd added that RERA too has been an effective tool of informing, updating and educating the homebuyers. "With information on projects easily available, buyers as well as investors can make informed decisions as they now insist on RERA registered projects only."

Pushpa Bector, Executive Director,
DLF Retail concurred that trust is now
coming back into the real estate. "The
gradual economic recovery, small
businesses getting up on their feet and
returning of financial stability among the
people is now making them spend as
well as invest in property. Residential &
retail real estate are expected to do well
in the coming years".

Sangeeta Prasad, Strategic Advisor,
Former MD & CEO, Mahindra Lifespaces
Developers Ltd rightly points out that
social media and digital outreach have
been the main factors in bringing
trust and transparency in the system.
"Technology & digital platforms
are being used to serve customers
and create robust demand & sales
environment. This has led to most
transactions moving online that has
streamlined the processes for developers
as well as customers."

Commenting on the impact of the pandemic on realty development Reeza Sebastian Karimpanal, President, Residential Business, Embassy Group, expressed, "Walk to work is gaining popularity and '15 minutes city' will be the next move by the developers and city planners, looking at the current pandemic situation & homeowners' expectations."

Charu Thapar, ED-Property & Asset Management, Asia Pacific, Head-Strategy, Platform & Emerging Markets, JLL shared her perspective on the changing scenario of commercial real estate, "Hybrid & flexible working are the models that office real estate will now have to incorporate. Technology will be the major factor that developers and asset managers will be utilizing for creating safety compliant commercial spaces."

Chulamas Jipatima, Country
Director, MQDC India, added, "Wellbeing & safety of the customers
along with right technology is the
requirement now. Technology in
terms of creating healthy indoor
environment from lighting to
materials and planning for wellness
are what tenants look at while leasing
office spaces."

DUE TO SOCIAL MEDIA,
TRANSPARENCY MEANS
TRUST FOR THE CUSTOMER.
POST COVID DEVELOPERS
HAVE BECOME MORE
EFFICIENT AND OVER
LEVERAGED BRANDS ARE
FACING CHALLENGES.
WITH MORE CUSTOMER
BEING INFORMED AND IBC
STEPPING IN, THE REALTY
SECTOR HAS BECOME MORE
ACCOUNTABLE.

MANY BUYERS ARE NOW
SKEPTICAL OF CITY CENTER
LOCATIONS AND 15 MINUTES
CITIES ARE THE PREFERRED
DEVELOPMENT MODEL. WITH
HYBRID MODEL OF WORKING
ON THE ANVIL, BIGGER AND
BETTER MANAGED HOUSING
COMPLEXES ARE BEING
PREFERRED BY HOMEBUYERS
EVEN AT A PREMIUM

INVESTMENT OUTLOOK

While, there is a growing interest of investors in Indian realty according to **Sangeeta Prasad** affordable and mid-income housing segment remain the most lucrative, due to the sheer demand. **Reeza Sebastian** shared that luxury residential is also garnering interest from homebuyers as they are looking at upgrading to bigger homes with lifestyle amenities. **Gitanjali Mirchandani** feels that financially viable distressed projects offer a great opportunity for investor though a cautious approach is required.

Charu Thapar feels that office spaces will now evolve with a new formats being tested. Sustainability and wellness will be the keywords for a success of commercial realty going forward.

Chulamas Jipatima sees a bright future for flexi working spaces as more and more enterprise clients are opting for co-working and managed office spaces. As per Pushpa Bector, the retail realty will see a resurgence with high street shopping and retail & residential mixed developments coming up.

Ramesh Nair concluded the discussion stating that residential is already seeing a huge recovery and office spaces have steady line up of investors, the retail realty too is on the road to revival.



RAMESH NAIR



GITANJALI MIRCHANDANI



PUSHPA BECTOR



SANGEETA PRASAD



CHARU THAPAR



CHULAMAS JIPATIMA





WOMEN AC FINA

itanjali Mirchandani has been in the financial services business for over 5 decades. JM Financial, incorporated in 1973 by Nimesh Kampani is diversified into various businesses - Investment Banking,

Mortgage Lending, Alternative and Distress Credit and Integrated investment Platform for Individual Clients.

Gitanjali joined JMF to start the Real Estate Lending Book in 2011. She grew the book along with the team to a peak of USD 1.6 billion. There has been a consistent growth over the last decade in her role and responsibilities and from 2018 till date - she has been the Country Head Origination - Responsible for the P&L of the company.

Gitaniali's work over the last decade includes -

- Managing a team of 15 Relationship Managers, Credit Analysts, Associates and Underwriters
- Lending to the real estate sector for project development, acquisition of property, loan against property and Loan Against Shares
- Operating in all the major Metros -Mumbai, Pune, Bengaluru, Chennai, Hyderabad, NCR and Kolkatta.
- Evaluating real estate assets across the life cycle and making underwriting decisions based on the financial viability and risk paramaters

CHIEVER IN NCE

NEVER MIMICKING THE
COMPETITION AND GROWING
CAUTIOUSLY WITHOUT
COMPROMISING THE
UNDERWRITING STANDARDS,
GITANJALI HAS ALWAYS
FOCUSED ON THE BOTTOM
LINE THAN THE VOLUME OF
TRANSACTIONS.

 Responsible for a book of over INR 8.5 bn and a company with a profitability of around INR 400 crs per annum

Gitanjali emphasizes on high return on equity while keeping the Debt Equity in check. Her focus on asset quality has assured that event like IL&FS and COVID have not had major impact on the balance sheet. She was responsible to get the company to a PAT of INR 400 crs

Gitanjali has been involved with NGO called Prerna, where she helps with holding educative and interactive sessions with the commercial sex worker's children to teach them the basics of English and Math. At the orphanage Anand Kendra, she takes regular classes for few children who have shown specific interest in higher level of Math and need help with work at school.



GITANJALI MIRCHANDANI

MANAGING DIRECTOR & HEAD
ORIGINATION - REAL ESTATE LENDING,
JM FINANCIAL CREDIT SOLUTIONS LTD,
MUMBAI





WOMEN A IN MAR

shita Bhattacharya with 8+ years of experience in planning, formulating, strategizing, and coordinating marketing strategies, policies and programs currently heads the North & East Marketing and Branding portfolio and also has her own blog where she shares her learning and experience with the new generation. is a passionate marketing professional

Ishita handles a t/o of 1200 crores+ (Top Line). Her portfolio consists of 8 Residential projects which also includes two flagship projects namely Eureka Park (Noida 150), 88 East (Alipore, Kolkata). Her portfolio spans across categories from value homes to uber-luxury housing projects. In 2020 apart from handling the projects; she also led 02

National Campaigns for Tata Housing. In her earlier assignments she has also taken care of West &

South regions of the country.

Ishita held the first ever Pan India Digi-Meet of 2000 channel partners from 70 cities and international channel partners from New York. Bahrain and other countries. The success of the event led to the Pan-India Digi Meet being extended to regional meets too. Some other key accomplishments include -

• First ever PAN India digital campaign Launch "Happy Place Called Home". Success of the national campaign led to

ACHIEVER KETING

ISHITA IS A PASSIONATE
MARKETING PROFESSIONAL
WITH A SPECIAL INTEREST IN
CREATIVE COMMUNICATION,
BRAND & DIGITAL STRATEGY TO
DRIVE CUSTOMER ENGAGEMENT
AND BRAND RECALL.

offer extension on popular demand

- Building an outreach through Business Sources and Digital Activation Outreach
- Taking the onsite experience to customers with digitours
- "Great Indian Home Festival" campaign had 360 degree presence with print ads, hoardings, and site activation. Happiness zones were created to felicitate the customers on their happiest moment of life.
- A flash sale was launched for 72 hours was a huge success that was followed up with a 48 hours sale, one last chance to avail the best offers.
- Project promotion through stories and posts on Facebook, Twitter and Instagam. Trending format posts leveraged to amplify offer awareness. Interactive stories leveraging instagram features were taken live to drive engagement and consideration with swipe up links driving audience to campaign pages.



ISHITA BHATTACHARYA

ZONAL BRAND HEAD, TATA REALTY & INFRASTRUCTURE LTD., MUMBAI





WOMEN AC COMMERCI

hair UII Nissa Sheikh is Executive Director of WTC Services for 13 World Trade Centers in India. She is also the Executive Committee member of GACS (Global Association of Corporate Services), to provide Corporate Services, Knowledge Management, and Crisis Support to Corporates for their excellence and skill development. She is the Founding Member of CEO's Club, to promote Indian Champions and Leaders in Business, Trade and Investment and Member of All India Retail Group, to bridge between Retail and various stakeholders of the retail industry.

Khair Ull Nissa Sheikh has a Master's in Business Management with specialization in International Marketing from University of Leeds, UK and is a Novell certified Network Engineer from USA. She enjoys tremendous period of 29 years in international business and about 11+ vears with WTC.

Khair Ull Nissa Sheikh believes in establishing actionable solutions, building employee value, driving vision and achieving critical strategic goals and engages business leaders, government, professionals around the world to promote india for business trade and investment.

She regularly works with Trade

CHIEVER IN AL REALTY

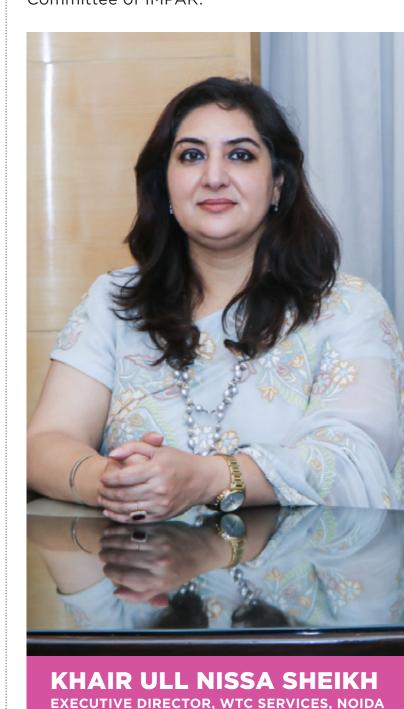
KHAIR ULL NISSA SHEIKH IS A FLAGBEARER OF WOMEN LEADERSHIP, EMPOWERMENT & ENTREPRENEURSHIP ON GLOBAL AND NATIONAL LEVEL, TO HELP THEM GROW THEIR ENTREPRENEURIAL SKILLS.

Organizations, Chambers of
Commerce, & Economic Development
Agencies to promote Trade &
Investment as well as with Govt.
of various states such as Uttar
Pradesh, Gujarat, Punjab, Bihar,
Madhya Pradesh, Haryana etc. on
policies related with Employability,
Bilateral Trade between countries and
state, fostering investments, cluster
development and building destinations
as business magnets.

Khair UII Nissa Sheikh is a strong visionary in achieving profit and business growth year after year and a firm believer in the creation of an entrepreneurial ecosystem and creating livelihood opportunities. She has been working with SMEs and Start-ups, providing access to money, market and mentors women empowerment & entrepreneurship.

Khair Ull Nissa Sheikh is the

Founding Member of CEO's Club:
Delhi Chapter, Founding Member and
Vice President of NAREDCO Member
of Women Empowerment Committee
and Indian Women Network and
has been in the Executive Council,
Advisory Committee and Media
Committee of IMPAR.







WOME OF THE

eing the company director for the last 11 years, I am involved in projects from inception to completion Apart from concentrating on real estate projects, I devote my time to the Gaurs Group CSR wing and Gaurs Foundation

When I joined 11 years back, the delivery of Gaurs Group was around 5 000 units, which has now crossed 50 000. In addition, the Gaur City Mall in Greater Noida West spread over 8 61 000 sq ft of retail area and provides an unparalleled retail and leisure attractions mix to fulfil the shopping and entertainment needs.

I am also the first woman to be appointed as the Convener of the Delhi NCR Chapter of CREDAI Women's Wing. In 2011 we had a 15 women workforce. and now it is more than 36 in various roles. We regularly organize training sessions related to skill development and self-defence for women.

At Gaurs Group, we are very particular about the social responsibilities of change makers, especially when the world is pondering on coming closer to nature and preserve the pristine environment. The focus is also on mitigating the environmental impact of construction activities and empower women and girl child.

N ICON E YEAR

IN THE ORGANIZATION, I
HAVE ALWAYS WORKED
DILIGENTLY TO BRING IN
THE CORPORATE CULTURE,
COMPLETE WITH THE SOCIAL
RESPONSIBILITIES.

As a responsible citizen of the country, I have paid special attention to environmental causes in the NCR region. Some notable work includes support for Swachch Bharat Abhiyan on all the Gaurs project sites, construction of toilets at all project sites, tree plantation drive at construction project sites.

I started Gaurs International School, which has transformed into one of the best schools in Greater

Noida and now has three branches. It also gave the group an impetus that we can excel in businesses other than real estate.

I was always concerned about girl education and under my guidance, Gaurs International School has started evening classes for girls of underprivileged families till Class 12th and they get the same facilities as any other student of world class infrastructure, and qualified teachers.



MANJU GAUR DIRECTOR, GAURS GROUP, NOIDA





WOMEN A IN SUSTA

s the MD & at Green Business Certification Institute and Senior VP at U.S Green Building Council since 2016, I am responsible for the technical adaptation and customization of LEED (and GBCI's suite of nearly 10 certification programs) for the Asia Pacific region.

Within a span of 5, years I have helped deliver a LEED and WELL Platinum certified space for GBCI India and have led the development of multiple rating systems which are helping foster environmentally sustainable, resilient, socially equitable and healthy developments both in India and around the globe. This has included leading technical developments for several key organisational programmes, including LEED for Cities and Communities, LEED Zero, LEED Residential, PEER etc.

Between 1992 -2016, I worked at The Energy and Resources Institute (TERI), India, where as a Senior Director and Senior Research Fellow in the Sustainable Habitat Division, I set up large programs on Sustainable Habitats (on advocacy and policy, research and development, training and advisory and operationalizing the National rating System on Green Buildings for India). I was instrumental in setting up a Centre of Excellence on Sustainable habitats

ACHIEVER AINABILIT

I HAVE BEEN AN INSTITUTION
BUILDER THROUGHOUT MY
THREE DECADES OF CAREER
WITH A FOCUS ON THE
SUSTAINABLE DEVELOPMENT OF
HABITATS AND CITIES.

and nurtured several strategic partnerships and alliances with public and private sector including global and multinational organizations (including UN).

I have led a team to conceptualise and develop an indigenous system for green building rating "Green Rating for Integrated Habitat Assessment (GRIHA)", which was adopted as the national rating system for green buildings by the Government of India in 2007. The program was fully conceptualised and implemented under my leadership for over a decade.

I served as a technical expert for the National Mission on Sustainable Habitat. I am a member of various Committees for formulation of Energy Conservation Building Code, Bureau of Indian Standards for revision and updating of National Building Code of India and for Ministry of Environment, Forest and Climate Change (MoEF &CC) in environmental clearance of new construction projects and new industrial estates.



MILI MAJUMDAR

MANAGING DIRECTOR, GREEN BUSINESS
CERTIFICATION INSTITUTE PVT LTD, INDIA, DELHI





WOMEN AC FACILITY 8 MANAG

am primarily responsible for driving strategic development and providing the necessary skills and experience required to develop business in an increasingly diverse marketplace along with experience working in complex environments.

I have been working at various career levels for past 7 years in my current organization with close to 22 years' experience in service industry. As FM professional it is pertinent to establish the scope and needs of a given business development project. These activities include establishing the resources required in terms of manpower, finances and equipment; estimating period of transition; and handling challenges and other unexpected events that may come up while conducting the business.

I ensure a robust communication channel with other team members as well as project outline and activities to senior management in an effective and measurable way and set revenue goals and enact marketing strategies that enhance sales. The work also comprises establishing strong relationships with customers by coordinating efforts between them and team members. setting the right targets to drive the

CHIEVER IN R PROJECT SEMENT

FOCUS ON WOMEN
EMPOWERMENT NOT JUST
BY ACHIEVING DIVERSITY
TARGETS BUT TO EQUIP
THEM WITH REQUISITE
SKILL, ACCOUNTABILITY AND
DECISION MAKING TO HARNESS
THEIR TRUE VALUE

business revenue on a short-term and long-term basis by identifying potential clients and aiming to keep them as repeat customers and devising metrics to gauge both customer satisfaction and team members' success in achieving set objectives.

Some of my significant achievements include, exceeding business targets YOY since my first year of services, improved closing ration of new accounts through implementation of sales processes and negotiating fixed price contracts. I have led business penetration in new sectors like warehouse and education sector and mentored specific marketing material for various sectors, directed and created development and implementation of BCP and management audit programs,

developed new service offerings based on insights of market and client needs and managed and maintained a structured analysis of target markets, clients, providing market intelligence and feedback to regional teams and maintaining relationships with key contacts at potential clients, consulting companies.



WAKEFIELD INDIA PVT. LTD., GURUGRAM





WOMEN **ACHII**

stateMint is a Women owned and lead organisation that brings a trusted and empathetic approach to service the consumers. An exhilarating journey is what defines the last 3 years of EstateMint. This consumer centric organisation in spite of a pandemic, has grown over 200% year on year from its inception year of 2017.

With MSc in Advance Computer science & IT Management from the esteemed university of Manchester the zest for bridging technology and services for end consumer was always the core idea that laid foundation of Estatemint. Further an MBA in entrepreneurship from SP Jain Mumbai and numerous courses in marketing came to aid while spearheading this consumer centric organization.

I have assisted a large number of developers to achieve sales velocity. One such project was with one of Pune's oldest and renowned developer who had been struggling with a project that had roughly 300 apartments, ready and unsold for around 3 years. We provided them with a strategic solution, which included a financial offer for the homebuyer and explicitly communicating to the potential buyers, the product as the only ready possession property in the vicinity. We

YOUNG EVER

HAVING THIS PHENOMENAL
OPPORTUNITY TO LEAD AN
ORGANISATION BESTOWS
SOME VERY IMPORTANT
RESPONSIBILITIES WITH
RESPECT TO EMPOWERING
THE X CHROMOSOMES IN OUR
ENVIRONMENT.

were able to sell 75% of inventory within one year in spite of pandemic and lockdowns.

Consistent innovations through algorithms, investing periodically in technology, systems, processes, and people, focus on consumers experience and introducing new verticals in providing more holistic home buying solutions has made our organization as one of the fastest growing Prop tech organization. We created forward integration in the consumer journey by adding financial assistance department and forward integration in developer solution by introduction of product design expertise, financial modelling with assistance of other financial institutes.

I have initiated providing personal loans at a lower interest rate to women employees wanting to invest in a home. Furthermore, our HR policies support flexible work timings and work from home options, during and post their pregnancy along with mandatory paid maternity leave.



MUDRA WEDHIKAR
CO-FOUNDER, CEO, CEYONE
TECHNOLOGIES LLP, PUNE





WOI **ACHIE** ENTREPRE

ikita Shah Joined Shivalik Group in 2017 as a Director and currently heads the entire procurement department of the company. She has been contributing towards family business for last 4 years. In the past, Shivalik Group diversified into hospitality business and she was part of the management and team handling that venture. She has been simultaneously working for management and development of parent company's forward integration brand LOFY - Home Interior Solutions.

Niharika has a Bachelors in Business Administration, Diploma from National Institute of Jewellery Design and Diploma in Banking from Ahmedabad Management Association.

She successfully operated hospitality business managing different events in Ahmedabad & Rajkot. Under her leadership and with negotiation skills, company saved huge cost on Shivalik Shilp, Shivalik Avenue, Shivalik Lakeview, Shivalik Square, Shivalik Parkview and many more projects. Shivalik believes in sustainability so from 2018 we build

MEN VER IN NEURSHIP

SOME OF NIKITA'S
PROFESSIONAL MILESTONES
COMPRISE, STARTING LOFY HOME INTERIOR SOLUTIONS
(A SHIVALIK VENTURE) - 2021
AND HEADING HOSPITALITY
BUSINESS IN 2010

our all projects under Green building category so she takes care all material selection, R&D and quality of the products.

Nikita has been appointed as Secretary of CREDAI Ahmedabad Women wing – 2021. Being a passionate business woman her involvement towards Shivalik group's led to the inception of LOFY - Home Interior Solutions that will deliver furnished homes. Furthermore, Shivalik believes in gender equality and women empowerment and therefore the company has 35% women in Shivalik and 50% women employees in LOFY.



NIKITA SHAH
DIRECTOR
SHIVALIK GROUP, AHMEDABAD





WOMEN A IN MAR

ith over 18 years of marketing and communications experience across banking, insurance, information technology and real estate, Nikita has exposure across a gamut of areas including brand management, digital outreach, media relations, internal and external stakeholder management, global partnerships, content creation for businesses, events, awards as well as customer and community engagement programmes. Nikita is adept at understanding industry trends. conceptualizing and driving initiatives in collaboration with business teams.

Nikita has been working with **ANAROCK since April 2019** spearheading the central Corporate Marketing vertical, managing Brand and Corporate Communications across SBUs and consulting practices Residential, Investment Banking, Hospitality, Retail, Commercial, Research and Strategic Consulting. She is responsible for establishing thought leadership of ANAROCK through events, industry bodies, collaborations, client engagement, capability building and messaging frameworks across all digital and offline touch points.

She and her team have been managing end to end marketing and brand building for the launch of new

ACHIEVER KETING

NIKITA HAS PLAYED A KEY ROLE IN BUILDING BRAND SALIENCY AMONG INTERNAL AND EXTERNAL STAKEHOLDERS.

business verticals as well as global partnerships and company acquisitions. As a team, she has created properties and led programs, content and social media initiatives. She has also been part of Community Engagement programmes across cities.

Nikita was instrumental in enhancing brand saliency, organic rise of followers on Social Media with 46% growth in LinkedIn followers, increased presence across print and online publications with 44% share of voice, positioning thought leadership through knowledge partnerships and bringing new brand look resulting in 4 partnerships, 1 acquisition and 4 new initiatives.

Previously, at Yes Bank as SVP, Corp Marketing, she was instrumental in launching the Community Engagement programme across 50+ branches pan India with a larger stakeholder spectrum including community groups, NGOs and organizations such as United Nations Environmental Program, Clinton Global Initiative, Carbon Disclosure Project and Bill & Melinda Gates Foundation.

She led end to end marketing & communication campaigns to launch YES Microfinance and YES Foundation. She has also been part of the POSH Committee at Future Generali Life Insurance and Datamatics Global Services.



NIKITA SURATWALA
HEAD - CORPORATE MARKETING, ANAROCK
PROPERTY CONSULTANTS PVT. LTD, MUMBAI

Realty+ WOMEN ICON CONCLAVE & AWARDS 2021



WOMEN A IN DE

y role includes design, concept generation, detailing, client presentations, overseeing the project to completion, review team deliveries and managing clarifications as well as client meetings and interface. The administrative role comprises overseeing varied functions along with head of departments such as Finance, Operation, Technical and Legal. To its credit, 70% of Kembhavi Architecture Foundation (KAF) staff is women. Gender Equality is not an option but a standard protocol at KAF. Moreover, all major project teams are led by women.

I have dome architecture from BVB College of Engineering & Technology Hubli , Karanataka followed by Master's in Architecture by Research from the prestigious Sir JJ College of Architecture , Mumbai and completed USGBC LEED certification course from IGBC.

I have been handling this role for 15 years and have been associated with the company for about 24 years. I initially worked under the Promoters of the firm. The successful setting up of the Bengaluru office and making it sustainable has been one of the key developments undertaken by me. I was also instrumental in empowering project teams and creating a structural model for design delivery in a seamless

ACHIEVER ESIGN

MY CRITICAL ANALYSIS OF PROJECTS TO PROVIDE "CONTEXTUALLY RELEVANT GREEN ARCHITECTURE" HAS ENABLED RECOGNITION AND REPEAT CLIENTAL FOR THE FIRM.

manner. Some of my successfully designed projects include -

- Award winning affordable townships " Provident Welworth" City at Bangalore
- Award winning luxury residential tower "Landmark Vertica" at Chennai
- Design of "Coevolve Northern Star" as one of the greenest building in India.
- Design of the first Precast Townships "Tata New Haven" in Bangalore.

We also designed "Pro Bono"
Project for Ashraya housing scheme
for Economically weaker section by the
government of India under Rajiv Gandhi
Housing Corporation Ltd. at Gadag &
Hubli.

I am also passionate about art and have exhibited varied series including Banaras series - Kaleidoscopic view of the ancient city, Samudra Manthan - Mythical Churning of the ocean, SeascapeThe medley of turbulence & calm of ocean, Meditative Series - Mind over matter and Cityscape - Vibrant hues of the city.



AR. NITA I. KEMBHAVI MANAGING PARTNER & PRINCIPAL ARCHITECT, KEMBHAVI ARCHITECTURE FOUNDATION, BENGALURU





WOMEN A IN MAR

competent professional with 20 years in strategy, brand building, luxury marketing, communication campaigns, digital marketing, brand alliances & market research. She has shown stellar performances in various sectors like -Retail, Real estate, Entertainment & Hospitality industries.

Her exemplary turn-around for projects & leading marketing through significant re-structuring to support strategic & business goals are case studies. Her marketing is point blank focused on results for the business & customer centricity & is also known to break set norms of marketing with her innovative marketing. She believes in giving back to the society & hence her marketing always supports social causes & world sustainability at large.

She has also fondly been named as the "StarNegotiator & Communicator" in her career for the sharp brand alliances & deals that she has closed. Pancham has always believed that you only grow when you experiment and if anything is bold and unpredictable in the world of marketing it should encourage us all to do what hasn't been done before. She has always chartered into unexplored grounds and learnt from both the success and failure. Pancham has always accepted the challenge when

ACHIEVER KETING



PANCHAM LILLANEY

CHIEF MARKETING OFFICER, R RETAIL VENTURES LTD, MUMBAI

MY PROFILE DEMANDS ME
TO WEAR VARIOUS HATS TO
ACHIEVE ORGANIZATIONAL
GOALS. BY VIRTUE OF BEING A
MARKETING PROFESSIONAL I
AM PLAYING A PIVOTAL ROLE IN
DRIVING DIFFERENT BUSINESS
VERTICALS.

faced with one and has taken the brand to the cutting edge. She is a strategic leader with demonstrated success in recognizing and maximizing individual, agency, and cross-functional team strengths.

Pancham took over R-CITY to reposition it as a go to premium shopping & fashion destination by planning, strategizing and executing transformational & ROI driven marketing to win the new decade. She also launched phase 3 of residential project, The Central Park - Pune through strategic & robust marketing campaign which got record bookings & became a huge success. Pancham had also launched Phoenix Palassio, Lucknow by planning, strategizing & executing aggressive brand building campaigns and also took over Palladium for a turnover of Phoenix Mills' flagship mall High Street Phoenix & Palladium.





WOMEN AC ENTREPRE

r. Payal Kanodia, plays a pivotal role in the functioning of her family business. As the trustee of M3M Foundation (philanthropic arm of M3M Group), Dr. Kanodia is committed towards equitable development that helps in accomplishing a brighter India.

As a member of YFLO (Young FICCI Ladies Organization) CSR committee, Dr. Kanodia strives for the upliftment of women and education for all. She also spearheads various environment conservation campaigns aligned with the Global Sustainability Goals. A Doctor by education and a mother of 2 young boys, Dr. Kanodia is driven by an ethos of sincerity, dedication and entrepreneurial skills ensuring that commitments are honoured with precision.

Dr Kanodia is a listed member with Royal Asiatic Society (Great Britain), English Heritage (UK) & Royal Society of St. George (England) and has nurtured this relationship with great empathy, insight & management. She was recently also awarded the prestigious Karmaveer Chakra (gold) award and conferred the coveted Karmaveer Global Fellowship instituted by #iCONGO in partnership with United Nations for her exemplary work in imparting education to

CHIEVER IN NEURSHIP

REAL HAPPINESS IS TO MAKE SOMEONE HAPPY.
EQUITABLE DEVELOPMENT IS THE KEY TO ENSURE THE SAME AND THIS CAN ONLY BE ENSURED THROUGH SHARING RESOURCES.

underprivileged children, skill development, women empowerment and environment conservation.

Under her able guidance, M3M Foundation and Aide et Action, embarked on a journey to support vulnerable families through imparting stitching training of face masks to women and young girls. The project 'iMask', a part of iMpower programme, not only helped them become skilled but helped them live a life of dignity and respect. During Bihar Floods and Cyclone in Orissa, the Foundation reconstructed and redeveloped thirty houses as well and provided gas stove for at least thirty families in the East Champaran district. It also assisted about 700 cyclone affected families in 6 villages of Puri district, Odisha.

Haryana Government has inked a MoU with M3M Foundation to facilitate students' online preparation for government jobs. M3M Foundation also donated computers and stationery to underprivileged children so that they can continue with their learning especially during the pandemic.



DR. PAYAL KANODIA

M3M FOUNDATION, GURUGRAM





WOMEN A IN PR & CC COMMUN

currently have the responsibility for creating and executing strategic marketing campaigns, in alignment with the company's growth plans. Since joining the company in 2018, I have led all aspects of marketing and Communications- including but not limited to Brand Marketing, Digital marketing, Social media platforms, Content development, Direct Marketing and Client communications, Public Relations, Events, sponsorship negotiations, corporate messaging, brand positioning, etc.

With over two decades of experience. I have spent considerable time creating variable communication programs. Targeting a wide variety of audience from internal employees to Global stakeholder communications, my roles over the years have ensured I get a very wide range of experience.

I am one of the only three people in India to be accredited as Senior Communication Management Programme (SCMP®) by the International Association of Business Communicators (IABC), The SCMP® certification is designed to validate seasoned communications

ACHIEVER DRPORATE IICATION

MY PASSION MEETS MY PROFESSION AT KNIGHT FRANK INDIA, AS I FEEL STRONGLY ABOUT CREATING A RELATABLE, RESPONSIBLE AND A RESPONSIVE BRAND. professionals around the world for their proficiencies in providing strategic communications advice and counselling to an organisation's leadership.

At Knight Frank, I provide the company a solid base for business development, providing each and every member of the company a voice and a language. I work with different sets of audiences to make them understand our brand, our service offering and the benefit of aligning with Knight Frank. My work incudes, business communications, media relations, internal communications, social media marketing, direct marketing and lead generation.

I have been an active member of the Prevention of Sexual Harassment (POSH) committees in different employment. I have always taken safety and security of women workers seriously. I endeavour to keep the women colleagues safe and keep myself available to understand any grievances. I truly believe that women should have a workplace that supports their professional growth, I have regularly encouraged women colleagues to extend their capabilities and encouraged them to further their training and development.



PIYALI DASGUPTA

DIRECTOR, CORPORATE - MARKETING & PUBLIC RELATIONS, KNIGHT FRANK INDIA PVT. LTD, MUMBAI



TECHNOLOGY HAS BEEN AN ENABLER FOR DESIGN PROFESSIONALS IN TERMS OF CREATING HOLISTIC BUILDINGS. WHAT IS REQUIRED IS TO BRING TRADITIONAL MATERIAL TOO ON TECHNOLOGY PLATFORM

nce mostly driven by a functional and aesthetic approach, technology has now permeated the design space. Architect Madhav Raman, Co-Founder & Principal Architect, **Anagram Architects** setting the context of the discussion concurred that from augmented reality for construction and 3D printing to software for the design processes and modelling, architectural projects are using some kind of digital tool either for design or fabrication. The question is how to make the technology and spatial designs work towards equitable and inclusive architecture.

Sheetal, Managing Partner,

AEON Design & Development said, "Our focus is towards building zero energy buildings by bringing energy efficiency through advanced building systems as well as passive techniques like access to natural daylight and ventilation, trees to shade social spaces, channelizing wind with water bodies & creating courtyards. Such elements also connect people with nature."

Dr. Ponni M. Concessao,
Founder & Principal Architect,
Oscar & Ponni Architects,
expressing similar views stated,
"In current times, software usage
has enhanced project delivery
efficiencies by reducing design and
construction time as well as quality.

Building Information Modelling (BIM), Building Performance Modelling (BPM), terrain modelling, augmented reality, AutoCAD etc build digital representation of data from planning & designing to construction & operation of a building."

Sonali Bhagwati, President,
Designplus Architect Pvt. Ltd was
of the view that in a larger context
of making cities, communities
and neighborhoods livable, one
has to create proper systems
through city planning and
regulatory framework. "Use of
tech is for betterment of human
beings by creating environmental
friendly spaces, energy efficient
apartments etc. Technology is also

used in energy modelling, calculating carbon footprint in order to create right denominators for projects in terms of energy efficiency, user experience etc."

Sudeshna Mukhopadhyay,
President, Havells India, added,
"Lighting is the key enabler of human
well-being as it controls body rhythm.
With advancements in this field, the
interiors featuring conducive lighting
not only save energy but also, enhance
human well being and productivity."

Neelam Manjunath, Founder & Principal Architect, Manasaram Architects, said, "It is a tight rope to walk on when balancing creativity, technical advancement and human experience. Technology & design should go hand-in-hand with consideration to habitat design, urban mobility, carbon emissions, safety etc."

Dr Ananya Gandotra, Head of Design, Engineering & Sustainability, Birla Estates Pvt. Ltd. said, "Human experience is bound by design & technology, the key is to have least possible impact on the environment. Use of technology in terms of data analytics, climate change, strong governance, high rise construction, safety parameters etc., help create safe surroundings along with providing people-centric spaces."

ARCHITECTURE OF FUTURE

According to **Madhav Raman**, "We are already using digital twin, a virtual representation that serves as the real-time digital counterpart of a physical object or process, the same should incorporate human behavior too."

Dr Ponni Concessao shared, "While architects bring human element in terms of design, technology democratizes the process for all stakeholders leading to effective decision making."

MORE OFTEN THAN NOT, TECHNOLOGY FALLS FLAT WHEN IT COMES TO CONNECTING OLD CITIES WITH MODERN LIVABILITY QUOTIENT. THIS GAP NEEDS TO BE BRIDGED TO ENSURE CONSERVATION OF HERITAGE BUILDINGS ALONG WITH PROVIDING MODERN INFRASTRUCTURE.

Sheetal added, "Study of human responses to new age spaces can be utilized in design decisions to create further harmonious relationship between humans and the built environment."

Sudeshna Mukhopadhyay added, "For example, organizations are making a shift from maximizing energy efficiency to studying how spaces are affecting human well-being and are thus using advanced products to ensure well-being through design, to achieve improved employee productivity, and retention."

Dr Ananya Gandotra, said, "Green building certifications too are contributing to an increased awareness of the importance of balancing human health and well-being with efficiency and sustainability."

Neelam Manjunath shared, "Apart from being forward looking we need to go back to our roots and encourage the use of local materials through scientific application to make them au current."

Sonali Bhagwati agreed, "Indeed, building design and construction has entered the digital age with the introduction of IoT, but human experience, relationship with nature and wellness will remain the foundation of design and technology in architecture."





SHEETAL





SUDESHNA MUKHOPADHYAY



NEELAM MANJUNATH



DR ANANYA GANDOTRA





WOMEN A IN DF

Il I ever dreamed was to build beautiful buildings and be a leader in architecture. My professors in NIT Trichy and later on in Cornell University USA encouraged me to think out of the box, respect nature and the planet, as well as conquer gender bias. I had the privilege of working directly with Architect Edward Larrabee Barnes in New York, USA and got a fantastic insight into international architecture which spurred me to return to India and be a nation builder.

I moved back to India in 1996 and founded Oscar & Ponni Architects along with Architect Oscar Concessao and started practice in Chennai in 1996. I spearhead projects right from inception which involves absorbing the brief from the client, visiting sites that influences concept generation, design presentation that leads onto design development and ultimately monitor the building(s) built under a specific timeframe.

My professional work experience in India has spanned more than two decades and we have built projects all over the country as well as abroad. I draw inspiration from nature, my client's brief, site conditions as well as contextual factors. I strongly believe in contextual architecture.

ACHIEVER SIGN

I BELIEVE IN TECHNOLOGICALLY ALLIED DESIGN AND COMBINE IT WITH ELEMENTS OF INDIAN HERITAGE, SUSTAINABILITY AND CONTEXTUAL FACTORS WHILE DESIGNING.

Our footprint of projects are in 99 cities of India and abroad and we have also been involved in PMAY project, have built noon-meal centers, toilets for underprivileged girl students, maintaining facilities for the Spastic Society of India, as well as schools for leprosy afflicted patients' children.

My proudest moments were receiving The Women Icons of Asia 2019 in Singapore along with 11 women from Asian nations and receiving a national award from Dr A.P.J. Abdul Kalam. President of India.

I have been a pioneer in women's technical education right from being the first woman student at the undergraduate level in National Institute of Technology, Tiruchi. After founding my own firm I have been mentoring women students for the past 25 years to be successful professionals.



ARCHITECT DR. PONNI M. CONCESSAO

FOUNDER & PRINCIPAL ARCHITECT OSCAR & PONNI ARCHITECTS, CHENNAI





ACHIEVE

lead HR for Gera Developments Pvt. Ltd. (GDPL) and I'm in charge of the end-to-end people life cycle in the business. Of my 19+ year career, the last 6 months have been in the current role of Chief People Officer, Gera Developments.

We have embarked on identifying skills and competencies that the organization will need to grow in scale and have built a framework to assess where we are currently and where we want to reach. We are working extensively to bring high levels of collaboration in the organization through Focus Group Discussions which will help in removing the bottlenecks and support in accelerating delivery across cross-functional team. We have also put together a 3-year journey for our organization to be a Learning Organisation

I started my career in a Bank, moved to the petroleum sector (Shell) where I was in Operations, Sales and Marketing and my journey in HR begin in GERA Developments. I have been in Learning & Development, Talent Management & OD and Generalist HR roles in my career spanning 19+ years and have had the opportunity to work with some start-ups to set up the entire HR Function.

MEN ER IN HR

I have played an active role in integrating differently abled colleagues into the business during my stint in Tata Retail Enterprise (Hypermarket division - JV of Tata and Tesco Enterprise). From experiencing resistance to having differently abled colleagues in the business to having 10% of our workforce being differently abled, we got every stakeholder on board, aligning our infrastructure and redoing our policies to enable this change. At Tata Group I also co-created a programme to provide second careers to women. We were able to create a programme involving the women, their managers and the entire ecosystem to help them when they are on 6 months maternity leave and help them seamlessly transition post their maternity period.

I AM WORKING CLOSELY
WITH THE MD AND THE
CORE LEADERSHIP TEAM TO
BUILD A HIGH PERFORMING
TEAM THAT IS ENGAGED AND
THAT UNDERSTANDS THE
SHIFT REQUIRED WITHIN THE
ORGANIZATION TO GROW IN
SCALE.

PRIYA ADISESHAN CHIEF PEOPLE OFFICER, GERA DEVELOPMENTS PVT. LTD, PUNE





WOMEN A IN RETAIL

Harvard Alumna, Pushpa Bector has been pivotal in reshaping Indian retail through disruptive innovations and unique experiences. She has created a culture that recognizes individual initiatives but also encourages collaboration and teamwork, bringing out the best in every team member. She is currently a prominent member of CII-National Committee of Retail and PHD Chamber of Commerce- Chairperson of Retail along with multiple other organizations.

Her passion to constantly innovate has led to the impeccable track record of sustained growth and customer satisfaction that defines DLF's retail portfolio. Pushpa Bector has taken Indian retail to new heights with a vision to not simply expand DLF's footprints in retail, but by making the brand synonymous with an unparalleled holistic retail experience.

She started her career at Oberoi Hotels and Resorts before going on to work for Jubilant FoodWorks as Marketing Head for Domino's Pizza. Her initial experiences in the hospitality industry provided her with the tools and knowledge she later used at DLF, having seen first-hand how food brands successfully established their footprints in India throughout the early

ACHIEVER REALTY

BEING ONE OF THE FEW
WOMEN IN RETAIL, WITH A
SEAT AT THE TABLE, PUSHPA
BECTOR HAS CREATED HER
OWN PATH TO SUCCESS AND
INSPIRED OTHER WOMEN
TO FOLLOW THEIR PASSION
WITH GRIT.

1990s. Currently, she is responsible for providing executive leadership and management of DLF Retail Malls (including Premium & Luxury) across marketing, leasing, finance, and operations.

Pushpa Bector has also steered the digital adoption and introduced newage technologies such as artificial intelligence (AI) and augmented reality (AR) which have become an integral part of business strategy. Pushpa is well-versed in analytics and has successfully shown the power of data to drive results.

Whether through the Lehman crisis in 2008 or the Covid 19 pandemic in 2020, she has lead the brand to the impeccable track record of sustained growth, customer satisfaction, and innovation. Through the 2008 Global Financial Crisis, Pushpa transformed DLF Promenade into a successful

fashion destination through creative marketing campaigns. Prior to this, she established 6 food courts for DLF.



PUSHPA BECTOR

EXECUTIVE DIRECTOR - DLF RETAIL

DLF LIMITED, DELHI





WOMEN AC LEADING FL

am the Founder and Principal Architect at Studio I AAD (It's All About Design), an architectural firm established in the year 2007, and the co- founder of Strato Luxury that brings together stylishly curated layers of furniture, art and accessories.

With over 25 years of experience in the realm of spatial design, my professional journey is an ensemble of ingenious design projects completed under adept mentorship at esteemed architectural studios before embarking on the journey of co-founding Studio IAAD and Strato Luxury. My role as the lead in a plethora of design ventures, coupled with my capacity as a lead aesthete in providing exceptional layering design solutions at Strato, has nurtured my design acumen and penchant for entrepreneurship at an intrinsic level.

My craft opuses perfectly epitomising avant-garde design narratives that conjure a sensorial and memorable spatial experience. Under my capable superintendence, IAAD has been recognised as a boutique studio pioneering in the discipline with its illustrious body of work. This work includes corporate offices for leading business houses, expansive resorts, hospitality spaces, educational institutes, high-end retail stores,

CHIEVER IN EXISPACES

AT STUDIO IAAD, OUR MISSION IS TO BE "ENVIRONMENT-FIRST AND CLIENT-FOCUSSED" AND HENCE, IRRESPECTIVE OF THE GENDER, OUR MEMBERS ARE WORKING TIRELESSLY TOWARDS THIS.

housing developments, showcase apartments, independent villas and a vibrant array of multiplexes, making the latest technologies and renewed perspectives the cornerstones of their design process.

Integrity and a strong foundation form the nucleus of our amazing growth story. At Studio IAAD, every client is assured of a well-researched and fully collaborative approach resulting in mutually beneficial, long-term relationships. Timely deliverables and credibility, have helped us generate referrals and more business through word of mouth. This also keeps enquiries flowing and helps us get repeated business.

When it comes to the design fraternity, the architecture and interior design sectors are gender-neutral. Yes, there's still some ground to cover to be more inclusive towards differently-abled. Studio IAAD takes

the responsibility of designing and supervising work at the site, ensuring we do everything possible for women empowerment and deliver their responsibilities.



RACHNA AGARWAL PRINCIPAL ARCHITECT, STUDIO IAAD, GURUGRAM





WOMEN AG PROPERTY

guide a strong team of researchers to provide unbiased and in-depth research on the economy and the real estate sector. Our research covers different segments of Real estate sector including residential, office, retail, industrial and capital market.

My objective is to make Knight Frank as the first stop for any guidance on the real estate sector and to clearly maintain our position as industry thought leaders. For this purpose, I ensure that our research is quick in covering topical issues concerning the sector and also the first in identifying new trends and outlook for the sector. I focus on out of the box research ideas, findings and presentations to differentiate Knight Frank from other players.

The day to day responsibilities involves mentoring and guiding my team, close interactions with industry stakeholders and government officials to get an understanding of ground realities and future plans, analysing and sharing my views through research reports, presentations, panel discussions and media interactions. I also manage knowledge partnership with industry experts and associations.

I am a member of RICS and I have around two decades of experience in the field of advisory across diverse

CHIEVER IN CONSULTANT

I HAVE VERY DIVERSE SECTOR EXPOSURE FROM FINANCIAL MARKETS (EXCHANGE RATE, INTEREST RATE) TO METALS AND MINING, TEXTILE SECTOR, RETAIL, CEMENT AND CURRENTLY REAL ESTATE SECTOR.

companies including Consultancy, Financial Institutions and Corporate Sector and I have worked in very diverse areas including Banks and Financial services to Corporates and my current role with a Property Consultancy.

In my various roles, my job involved providing guidance on the economy and the industry dynamics to senior management, including CEOs, CFOs and Fund Managers. In my role at Aditya Birla Group, I was chosen for an Accelerated Leadership Programme.

With my two decades of work experience, I have a good understanding of the challenges faced by women specifically at the workplace. I use my life learnings to mentor younger women entering the workforce or women at mid-level struggling with work life balance.



RAJANI SINHA
CHIEF ECONOMIST & NATIONAL
DIRECTOR - RESEARCH, KNIGHT FRANK
INDIA PVT. LTD, MUMBAI





WOMEN A IN TECHI

aving done my MBA from IMT, Ghaziabad way back in 1994, I co-founded Sparrow Interactive, a technology driven experiential marketing company serving Real Estate Industry in the year 1996 and have been a Full Time Director since then.

Over the last 25 years my role has been driving the vision, mission, setting up targets and achieving them, expanding the product basket and service standards and working towards the market leadership position. All this with a singular objective; leveraging technology for impacting the paradigm of our services to our clients, impacting their offering, reach and bottom line.

For over a decade the company is being professionally managed with almost a 100 people on board and I add value mostly in mapping the global technology trends in the real estate scape to integrating them with our upcoming solutions to keeping a close watch on the R&D and innovation side of our organization.

Consulting real estate brands, educating them on emerging trends, technology and guiding them towards integrating their sales cycle with new technology for a better ROI is also one of my key KRAs. I also

ACHIEVER NOLOGY

I HAVE BEEN INSTRUMENTAL IN MAKING SPARROW A 'FUTURE READY' ORGANISATION, IMBIBING TECHNOLOGY AT EVERY LEVEL, FROM SYSTEMS TO PROCESSES, PRODUCT TO EXECUTION.

fully look after the Experience Centre Design vertical of Sparrow and have got few of the best technology and brand driven customer experience galleries executed for Real Estate Brands.

I have always believed in leading from the front and have led the company to clock a healthy turnover and achieve attractive YoY growth by providing the right strategy, identifying the right people and most importantly creating and organization with Innovation as its DNA. I truly don't believe that women are any lesser than men and hence there are no preferences given to either while hiring.

I have been at the forefront of driving change, taking up challenges bigger than anyone expected and emerged as a winner creating future ready leaders to take the mandate of Sparrow and expanding our brand footprint across the country



CO-FOUNDER & DIRECTOR,
SPARROW INTERACTIVE PVT. LTD,
NEW DELHI





WOMEN AC RESIDENTI

eeza leads the residential business portfolio and heads a ready, ongoing and proposed 30 million Sq. Ft. Residential portfolio across Bangalore and Chennai, valued at USD 1 billion. She leads end-to-end conceptualisation, product strategy and diversification, marketing, business development, customer relationship and project management.

She has 18+ years of experience spanning diverse industries and is a Professional Member of the Royal Institution of Chartered Surveyors. Prior to joining Embassy, Reeza was associated with an FMCG major in Dubai as Brand Manager. Earlier, she worked in Marketing with an IT/ITES company. She has earned a certification in The Art and Science of Decision Making management course from Harvard Extension School, Cambridge, MA.

Reeza is an active part of Embassy's brand promise of 'Enhancing Lives'. Her belief in nurturing relationships has given rise to engagement programs and valueadded business enablers. These exciting programs are exclusively designed for Embassy homeowners and business associates, providing a platform for collaboration and empowerment.

Reeza's in-depth knowledge of consumer behaviour, eye for market

CHIEVER IN AL REALTY

A VISIONARY AND FUTURIST, HER MODERNISATION OF THE CUSTOMER JOURNEY SAW THE LAUNCH OF INDIA'S FIRST-OF-ITS-KIND INTELLIGENT BOOKING PORTAL IN 2017.

trends and understanding of the Real Estate Industry have been paramount in driving a large gamut of residential projects by Embassy Group, ranging from uber-luxury to the smart premium segment

She headed the development of Embassy's flagship elevated and integrated residential properties, Embassy Lake Terraces, Embassy Boulevard, Embassy Grove, Embassy Residency, Four Seasons Private Residences and Embassy Springs. Her contributions in envisaging and launching the Senior Living Community as a new real estate asset class has furthered Embassy's promise of revolutionary and ahead-of-time properties.

She is a strong advocate of the idea that education empowers the next generation. She visits Embassy's adopted Government Schools to

distribute much-needed starter kits to students as well as other volunteer-led initiatives to create a positive influence in their lives. She encourages and enables a legacy of strong women leadership in the community by focusing on efforts to advance the growth of women in the real estate industry.



KARIMPANAL

PRESIDENT - RESIDENTIAL BUSINESS, EMBASSY GROUP, BENGALURU





WOMEN AC PR & COF

y stint with a leading developer of India, Hiranandani Group started in 2014 as a manager and my early days KRA's was to mainly focus on mitigating negativity, excessive damage control and positive reputation building. I quickly moved up to becoming Head of the department today. I am also part of marketing and sales to gain exposure for end- to -end communication. I enjoy playing multi-functional role for unpatrolled knowledge, industry networking and self-position building with key stakeholders like Media and Ministry.

My role as PRO (Media, Social media, Online Reputation management and branding) is perfect blend of communication expert, advisor to the spokesperson and act as a knowledge bank to the media and industry peers. My role accentuates about the political and public diplomacy to build, maintain, and nurture relationship with external and internal stakeholders for optimistic image building, brand and customer equity, sound advocacy, and strong industry representation. Developing and enduring Personal equity is also one of the key roles that I really welcome.

As an aggressive and ambitious individual performer, I have

CHIEVER IN RP COMM

BEING EMPATHETIC BEYOND WORK AND BRIDGE STRONG PERSONAL RELATIONSHIP WITH MEDIA STAKEHOLDERS HAS SCRIPTED MY GROWTH STORY.

been consistent and persuading in establishing planned key communication goals with agility and innovation in practices. Driving and motivating team has been great learning and leadership growth curve. My main aim is to constantly manage positive reputation and earn a goodwill to persuade stakeholders like media, customers, investors, associates to have optimistic perception about the company and spokesperson.

I have been a key contributor to survive the long-drawn crisis and reinvent the image building. My objective was to reimagine and rebuild industry leader and acclaim as one of the Nation's Think-Tank. Enhancing the public visibility through strategic channels like public events, industry body representative, ministry lobbying, corporate public affairs, social media and media presence, community engagement, industry

meets and forums. I strive towards par excellence with actionable and realistic goals acting as a strong influencer to media and play key advocating role to the management.



RITIKA SHAH

GM - CORPORATE MEDIA RELATIONS, HIRANANDANI GROUP & COMMUNITIES, MUMBAI



WOMEN A IN LEGAL

handle major real estate transactions, including due diligences, drafting of agreements inter-alia agreement for sale, sale deeds, joint development agreements, complex leasing structures etc., Contracting / negotiations of real estate transactions including, Letters of Intent, Memorandum of Understanding, complex Agreement to Lease and Lease Deeds, carrying out Due Diligences; considerable experience in negotiation with developers and owners; Providing opinions on legal implications and potential litigation exposure.

I have been in present role from past six months performing as Deputy General Manger - Legal and have been associated with Brigade Group for all most 10 years. I also assist in group restructuring activities, offer advisory to Education, Hospitality wing of the Group Companies, plan out proactive measures that can be introduced to mitigate legal risk, provide legal advice for policy formation, identify possible dispute areas and provide counselling on appropriate legal safeguards 7 draft appropriate documentation wherever required.

Since 2012 my journey at Brigade included multitasking. I have developed mitigation plans in the event any

ACHIEVER PRACTICE

I HAVE ALWAYS ENSURED THAT LEGAL QUERIES RAISED BY THE CUSTOMERS ARE ADDRESSED IN A TIME BOUND MANNER.

customer raises a legal notice against the organization. I have actively been providing support to internal functions in the areas of brand protection, logo protection and intellectual property rights protection which has helped be build up strong relationship and team bounding.

I am working towards mitigating risks emerging from possible legal recourse sought by Customers, Contractors, Sub Contractors, employees and other outsourced Partners with help of management support. I also ensure that all legal compliances especially under Company law, the various land legislations, environment laws etc. are duly complied.

I have been assisting in instituting proper systems to ensure legal compliances in the Company and providing support to external legal counsel in terms of all necessary information in matters related to litigation. I handle large scale real estate portfolios with all the legal nuances which are different for each property, monitor legal risk on behalf of company and customers as also facilitate final account closure with landowners.



ROHINI B.M

DEPUTY GENERAL MANAGER - LEGAL,

BRIGADE ENTERPRISES LIMITED, BENGALURU





WOMEN A

rchitecture, for me, has always been a way of life. I grew up in an environment of design, having been born to an architect father and an equally creative mother who excelled in art and nurtured in me the values of appreciating detail and goodness in everything. I was born in Chandigarh, the epitome of modern architecture in independent India.

I stepped into the professional world 35 years ago with a Bachelors (Honors) degree in Architecture, from the Chandigarh College of Architecture. Recipient of the Le Corbusier Gold Medal and the University Gold Medal, I am fortunate to have begun my professional career under the guidance of Prof.R.N.Dogra, who was a planner, designer and close associate of Le Corbusier. I began my journey with the Master Planning of PGIMER, Chandigarh. A year into it, I married architect Rajiv Khanna, and smoothly transitioned into being the creative lead of the design firm, RKAPL and its global brand Studio KIA.

UNCUBING myself from my design studio, I am involved in various related endeavours. I am presently a Fellow of the Indian Institute of Architects (FIIA), an Associate of Institute of

ACHIEVER ESIGN

I AM BLESSED TO HAVE BEEN SURROUNDED BY PEOPLE WHO ARE A CONSTANT SOURCE OF INSPIRATION AND MOTIVATION THROUGHOUT MY JOURNEY FROM EDUCATION TO THE HAPPENING OF STUDIO KIA.

Indian Interior Designers (AIIID), Founding Member of Women's Entrepreneur Committee at PHD Chamber of Commerce (WEC-PHD), National President for Architecture Council- WICCI, and Influencer for Womennovator, a virtual incubator for women entrepreneurs.

KIA - Building Tomorrow, is our initiative to share, mentor, award, appreciate, encourage and inspire young talent and collectively work towards a better and beautiful tomorrow which has its learning's from the past and salutes our today. Under this initiative we have an endeavour to create a better generation of future designers by establishing a living laboratory of architectural learning. StudioKIA has instituted a scholarship at the

Chandigarh College of Architecture, alma mater of the principals to applaud and encourage the young students who show great calibre in their work.



SABEENA KHANNA FOUNDER & PRINCIPAL ARCHITECT, STUDIO KIA, GURUGRAM

Realty+ WOMEN ICON CONCLAVE & AWARDS 2021



WOMEN AC LEADING FL

am a Chartered Accountant and have been associated with the company since January, 1990. In my present role since 2012 I have end to end responsibility of ~ 6 Million sq ft of property in India & Bangladesh. This includes management of the properties to ensure that the maintenance cycle supports prolonging of the life of the property, draw out the real estate strategy for India based on the future requirement of the business and the country blueprint of growth. I also help acquire new lease or property depending on the business need, dispose non-productive assets, drive M &A's and property security.

There is a variety of skill set & expertise inside Siemens Real Estate, which makes this function so valuable to the business verticals and other key functions. The spectrum of SRE is defined as - Strategic portfolio management, Asset and property management, Leasing and letting, Site selection & Sale/purchase of space, Sustainability strategy and Planning and construction of offices & production facilities, Location concepts and site development, Facility management, Workplace concepts (Siemens office, Coworking), Financing concepts and Digitalization

CHIEVER IN EXISPACES



BANGLADESH, SIEMENS INDIA, MUMBAI

A RECENT INDUSTRY INITIATIVE THAT I HAVE BEEN INVOLVED IN IMPLEMENTATION AND OPERATIONS IS THE NEW NORMAL MODEL, A STRATEGY THAT FITS SEAMLESSLY INTO **OUR CONCEPT FOR FUTURE** OF WORK.

& virtualization (remote operation) of RE Assets & services.

We're using New Normal Model to pursue the goal of developing new ways of working together on a mobile & digital basis. We create a new normal that benefits from new uses of technology, positives of lockdown and reflect on what we want to take forward - more home working, increased virtual collaboration, fewer airmiles, corresponding carbon footprint reduction flexible working.

To ensure appropriate diversity & inclusion within the real estate service company of Siemens, we have maintained gender diversity by regularly hiring males and females in the similar ratio, depending entirely on their talent and qualities of the candidate. However, only hiring doesn't help, hence we give women an equal number of opportunities for the top management and leadership roles.





WOMEN AC SUSTAIN

heetal is Managing Partner at AEON Design & Development LLP which is a leading Architecture and Interior design firm based in Delhi. A graduate from Sushant School of Art and Architecture, Sheetal is an accredited Green building professional, Chair IGBC Delhi Chapter and member of IGBC executive committee. She has worked extensively in designing and promoting Green buildings. She is also President of International Fenestration Forum and President of WICCI (Women's Indian Chamber of Commerce and Industry), Architectural council, U.P. chapter. Sheetal has been Convenor for the Material chapter of the new sustainability chapter of the National building code.

Sheetal is a firm believer in Sustainable Architecture, therefore, her designs focus on harnessing nature's elements, and balancing environment consciousness with occupant wellbeing and comfort. Several of her projects have received LEED platinum and Gold Rating.

She has experience of 23 years and designed over 100 projects covering a staggering 50 Million Sq. Ft. of built space. Her wide portfolio of works ranges from Master

CHIEVER IN IABILITY

SHEETAL HAS PIONEERED THE CONCEPT OF GREEN ARCHITECTURE & INTERIOR DESIGN FOR LAST TWO AND A HALF DECADE.

Planning of large townships, mix use developments to architecture, interior Design of corporate offices, SEZ, hotels, experience centers, hospitals, residential housings and private residences. "Shunya", India's first NET ZERO ENERGY home is one of her research development project made completely out of waste. Her projects have set a benchmark in energy efficiency in the industry.

With her dream and vision of seeing her country as "jagat guru "in sustainability, Sheetal and her team is consistently working to take "Shunya" – zero waste, zero energy and water wastage concept to all levels and all types of buildings. AEON has already designed Zero energy club and zero energy Office and currently working on Zero Energy Township and refurbishment works.

At Aeon Design & Development, women and men are delegated and carry the similar work typology

and profile. Sheetal has mentored and nurtured many young women architects in their career, offering them internship and training in their initial years, before they can fly.



SHEETAL MANAGING PARTNER, AEON DESIGN & DEVELOPMENT LLP, NEW DELHI



REALTY+ HAD A DIALOGUE WITH THE YOUNG PROFESSIONALS ON HOW THEY ARE SETTING THEIR FOOT IN THE WORLD OF BUSINESS AND CREATING A PLACE FOR THEMSELVES.

he young generation of women professionals are taking the mantle of the companies established by the earlier generation. The young professionals shared their story of making their own place in the organization and earning respect of the peers as also their passion for their work and aspirations of making a difference to the industry and the country at large.

Nandini Somaya Sampat, Principal Architect, Somaya & Kalappa Consultants, completed her Bachelor of Arts in Political Science from Smith College, USA & qualified as a solicitor from the college of Law, London. She also completed her Postgraduate Diploma in Architectural Interior Design from the prestigious Inchbald School of Design, London. After returning to Mumbai in 2007, she joined SNK Consultants & is involved in all aspects of the design, coordination and execution of projects. Sharing her journey

from law to the world of design, Nandini stated, "I believe no education goes waste and my training in the legal profession has given me an added perspective when it comes to architecture and building design.

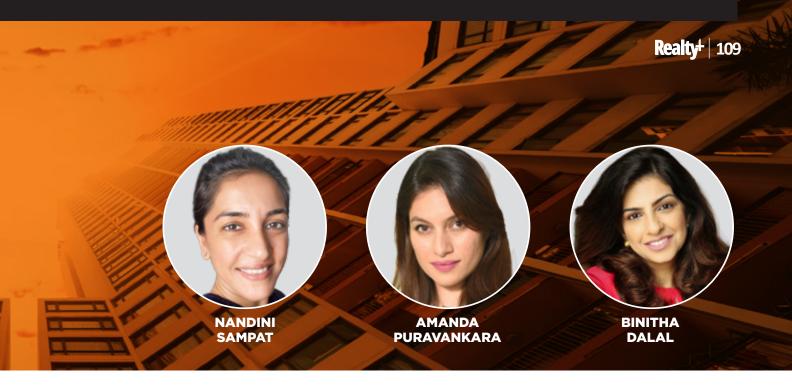
Amanda Puravankara. **Executive director, Provident** Housing Ltd, too with Honours in Psychology from the University of Southampton, England was with a holistic healing Centre. She joined Provident Housing Limited and imprinted a niche for herself in the organization. Currently she is involved in the end-to-end of the product development lifecycle, right from land acquisition, concept & design and market strategies. "I am passionate about wellness and have brought it the developments that we create," she said.

Binitha Dalal, Head of Fund Raising, Rustomjee Group joined the business in 2008 & since then has been an integral part of the Finance Management "LEARNING NEVER
ENDS AND BEING
GROUNDED HELPS
ACHIEVE SUCCESS.
ARCHITECTS ARE THE
CUSTODIAN BETWEEN
THE BUILT AND THE
UNBUILT."
NANDINI SAMPAT

and Fund Raising for the Rustomjee Group. She expressed that though the family support and mentoring was there, the confidence to express her own ideas and beliefs in front of the veterans was gained over a period of time.

CREATING YOUR OWN SPACE

Being a second-generation leader in any business may seem like a cake walk, with the established business to inherit. While it is considered a blessing to be a second-generation leader, there are challenges



"ALONG WITH A
COLLABORATIVE
APPROACH, TAKING
EFFECTIVE & EFFICIENT
MANAGEMENT
DECISIONS IS A MUST
TO MAKE YOUR
MARK." AMANDA
PURAVANKARA

for them especially with the changing times.

Nandini Sampat is of the view that there no substitute to hard work. "Being the daughter of the firm's owner no ways guarantees an easy path. Your own work will speak for yourself and earn the respect of the colleagues and clients. It is also equally important to interact with everyone in order to understand their views & suggestions & also to maintain healthy communication."

Amanda Puravankara concurred that as a young women in real estate which

is mostly driven by men is a challenge. "There was a lot to learn from the previous generation but one has to find one's own calling and what new I could bring to the business. Today, technology in realty space has created many more avenues to experiment and bring new talent from other fields in the real estate domain."

Binitha Dalal quoting from the Spiderman movie said, "With great power comes great responsibilities. It is very crucial to earn a level of respect in the family business, even if one belongs to the family from family business or is into family business. Sometimes your achievement do get "camouflaged" because you belong the family but, over time people do start noticing your individual contributions."

ASPIRATIONS FOR THE FUTURE

What seems to be a common ambition among the young generation is the desire to do something for the society.

"ALWAYS SPEAK
YOUR MIND TO
THE RIGHT EARS,
RESPECT PEOPLE
IN THE OFFICE
AND MAINTAIN
HEALTHY
RELATION WITH
COLLEAGUES."
BINITHA DALAL

While **Nandini Sampat** would like to mentor more women architects and also pursue the path of environmentally conscious architecture,

Amanda Puravankara is taking initiatives such as the launch of 'MyPinkHomes' platform, specifically crafted to cater to the needs of women homebuyers. For Binitha Dalal, education has always been her passion and she believes that if we are able to provide the right edification to the youth of today we will shape a better country for tomorrow.

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WOMEN AC

s a Strategic HR Business Partner and TA Lead my role includes, but not limited to serving as a consultant to management concerning Human Resources Issues, helping to establish and maintain positive relations with employees and foster a productive working environment. I analyse and make recommendations regarding competitiveness in "Recruitment Activities", defining effective compensation and Benefit packages to attract and retain top talent and develop strategy, tools and plans for Career Path development, Succession Planning and other Talent Management Processes.

I have led digitization and automation of HR Processes, leveraging technology to enhance performance, coached Managers in handling employee issues and determining job assignments and oversee employee orientation and training programs, workplace safety, employee wellness etc.

I have been exposed to various facets of HR during my professional career till date and predominantly have been associated as HR Business Partner and worked on multiple facets of HR like Talent Acquisition, Employee Engagement, Talent Management, Compensation and Benefits, Organization Development/

I HAVE BEEN INSTRUMENTAL IN CREATING THE BRAND IMAGE OF BRIGADE AS THE EMPLOYER OF CHOICE IN REAL ESTATE SECTOR THEREBY ATTRACTING TOP TALENT.



Transformation, Employee onboarding HR Services etc. I was part of Greenfield projects to setup HR Policies Processes from scratch.

I have been part of implementing and driving "Diversity Inclusion" practices for the Group and have contributed immensely to articulate the company strategy in terms of the workforce design, culture, behaviors and working practices and processes that will drive the strategy. I have also been part of multiple OD Learning interventions and led the L&D function successfully for 3 Years. The overall attrition of the company is BEST in the industry at 12%. The internal capability programs have helped the organisation with 25 30 and lateral positions covered through internal promotions. All top talent (20%) have individual development plan focussed on their career development. Our diversity ratio is at 75 25, which is very good in a construction industry. At Brigade, we are making all possible efforts to create a more inclusive environment to include more women and differently abled workforce.

SHUBA VAANIS P

DEPUTY GENERAL MANAGER - HR, BRIGADE GROUP, BENGALURU





WOMEN A IN PRO CONSU

have over 15 years of consulting experience with over 14 years of professional association with Cushman and Wakefield (C&W) in the field of real estate advisory services. In my current leadership role, I am responsible for driving strategic consulting business for North and East India including neighbouring countries like Bangladesh, Myanmar, Nepal and Pakistan in addition to supporting the growth of large / multi service corporate clients with a specific focus on government, infrastructure and industrial sector

I have end-to-end managed and executed multiple development strategy, market entry & exit strategy, valuations, best use feasibility, location advisory and market demand assessments across all major Indian cities covering all major real estate asset classes, while servicing wide spectrum of clients, both Indian and Global MNCs, including corporate occupiers, investors/financial institutions. developers and government entities.

My significant role in the organization includes:

 Stabilising and scaling regional consulting practice for North and

ACHIEVER PERTY JLTANT

I HAVE BEEN AMBASSADOR
OF COMPANY'S / SERVICE
LINE BRAND EQUITY AND
REPUTATION THROUGH YEARS
OF CONSISTENT AND HIGH
QUALITY SERVICE DELIVERY
TO CLIENTS.

Eastern Region despite periodic disruptions in form of economic recession, property cycles, multiple merger and acquisitions and pandemic situation like Covid 19.

- Scaling of consulting clients into larger/multi X relationships for other service lines / businesses for the company
- Mentoring and Dissemination of analytical tools, practices and industry know how to freshers / new hires / peers / business colleagues in other service verticals / industry and clients
- Sponsoring the growth and aspirations of deserving candidates into newer (higher) roles & responsibilities and other service lines within the organisation

Since last few years, we have been providing round the year full/part time

internship & mentoring to desirous students/candidates who are a part of academic cycles / out of job cycle to assess their acumen and suitability for the real estate sector consulting practice. During Covid times, the internship initiative focused on finding and hiring local talent in smaller towns and providing home town based local consulting opportunities.



SHVETA MAHAJAN

DIRECTOR & HEAD - STRATEGIC CONSULTING
- NORTH & EAST INDIA, CUSHMAN &
WAKEFIELD INDIA PVT. LTD, GURUGRAM



WOMEN A IN ENGIN

am currently coordinating the Engineering Operations Solutions (EOS) as well as Energy and Sustainability (ESS) piece as a major expansion initiative as well as spearheading Quality Assurance and Checks (QAC) and Environmental Health and Safety (EHS) at the PAN India level. My role demands to execute the plan throughout the country across 330 sites occupying 260Mn.Sq.ft with 2,500 JLL personnel and 40,000+ vendor staff.

I have been in this role for closer to three years. I have been with JLL for last 18.5+ years. With my cross-functional qualifications spanning all aspects of technology, research, operations, advisory, business development and business management, I have managed operations for Pune region, led the advisory services (with annual targets of 175,000USD), Handled various major transitions across the country plus an active member in solutions development.

With a performance-based progression from an Analyst - Business processes to Head - EOS/EHS/ESS/QAC within a span of 18.5+ years in a large corporate and international business environment, I offer well-honed and proven abilities

ACHIEVER NEERING

EXTENSIVE EXPOSURE TO RESEARCH ACROSS GLOBAL GEOGRAPHIES AND MANAGING ALONG WITH LEADING A KNOWLEDGE-PROCESSING CENTER ARE FEW OF MY CORE COMPETENCIES.

as processes oriented analyst as well as an achiever who has demonstrated quick adaptability and consistent excellence.

I am currently spearheading Quality Assurance and Checks and Environmental Health and Safety at the PAN India level and coordinating the Engineering Operations Solutions as well as Energy and Sustainability piece as a major expansion initiative for my current organization. This caters to the vision of streamlining all the systems and processes throughout the country across 330 sites occupying 260Mn.Sq.ft as well as support in various technology solutions to be implemented in engineering fields, sustainability and customer centric services.

When the Covid hit the country, the entire focus from site operations shifted to safety, health and wellbeing of all our JLL employees and the vendor staff members. I put in my best effort to connect and provide all the support in terms of guidance, documentation, coordination to the site teams which was the need of the hour.



SMITA VIKRANTSINGH BHONSLE

LEAD - EOS/EHS/ESS/QAC,
JLL BUILDING OPERATIONS PVT LTD, PUNE





WOMEN AC **ENTREPREN**

ssociated with Shilp Group since 2004, Snehal Brahmbhatt got recognized as the Co-Founder (COO) in 2014. She collaborates closely with the CEO in carving and driving the organization's vision and operational strategy. She oversees company operations and employee productivity. She looks after the hiring needs of the company and ensures effective onboarding, professional development, talent and performance management. Her Master's degree in Strategic Management gives her an edge into translating strategy into actionable goals to enhance performance and implement company growth.

"I have put in place a robust HR team that works round the clock and does not limit its role to recruitment and compensation. I also spearhead the PR and Communication wing of Shilp Group and plan, develop and implement strategies with my team that help to create visibility for our business. I collate, monitor and analyse our media presence including print and social media. I ensure the right content goes on every platform in order to promote our brand, activities and products.

Being the head of Operations, I seek ways to ensure productivity while reducing costs. I am at the helm of resolving conflicts arising between

HIEVER IN NEURSHIP

MY FOCUS IS TO BUILD A
HIGHLY INCLUSIVE CULTURE
IN THE ORGANISATION THAT
ENSURES TEAM MEMBERS ARE
HAPPY AND PRODUCTIVE AND
ORGANIZATIONAL GOALS ARE
ACHIEVED.

teams with regards to policies and tasks and ensure that there is optimum utilization of resources in every department, be it, human, material or non-material." explained Snehal

"Along with my team, I have established an entity by the name of 'SnehShilp Foundation' (proposed) to help alleviate poverty and hunger, conserve the natural world and enhance the lives of children through adequate education. We recruited and created an adequate representation of female employees in our organization taking the total percentage of female employees from 1% to 10% of the total strength," she added.

Snehal led the introduction of new architectural designs and founded Shilp Shaligram, an iconic luxurious residential scheme in the heart of the city and Shivalik Shilp I, a commercial building with the finest architecture that the city has ever seen.



SNEHAL BRAHMBHATT

CO-FOUNDER & COO,
SHILP GROUP, AHMEDABAD





WOMEN AC RESIDENTI

nehal Mantri heads Sales, Marketing, CRM & Human Resources functions of the organization. She is also spearheading the execution of 3 Chennai Residential Projects. A dynamic leader and pioneer of marketing innovations, Snehal Mantri has mastered the art of striking a fine balance in a competitive world like real estate.

Snehal Mantri has been at the helm of affairs overseeing the initiation of new projects and nurturing longlasting relationships with customers and investors alike. Her expertise in marketing & sales has helped define and execute numerous growth-driven strategies that were instrumental in elevating the brand to a position industry leader.

She has also played an integral role in developing the corporate branding of Mantri Developers and the rebranding exercise of the firm. A visionary by nature, she is leading the marketing innovations at Mantri Developers Private Limited.

Being a Director of Human Resources with her strong people skills, she is able to drive efficient and effective Human resources programmes in align with overall business strategy. Through her focused strategies on growth and

CHIEVER IN AL REALTY

UNDER SNEHAL MANTRI'S
ABLE GUIDANCE, THE
COMPANY HAS BEEN ABLE
TO INTRODUCE SEVERAL
INNOVATIVE, CUSTOMERFRIENDLY SERVICES FOR
THE RESIDENTS OF MANTRI
PROPERTIES.

development, she played a pivotal role in aiding Mantri Developers to top the charts of real estate sector.

She coined the innovative concepts like Telemedicine and Home concierge in Bengaluru real estate market for the first time, conceptualized and launched "Mantri Spacethectics" an interior design store that offers a single window home decor consultation for the residents of Mantri Developers. She initiated Mantri Insignia a loyalty program to provide additional income to the women residents of Mantri properties and Mantri PROPCARE, the post-purchase maintenance division of Mantri for 24 hour voice activated automated service for residents.

She has played a pivotal role in starting "Mantri SEVA" the CSR wing

of Mantri Developers and is also on the Board of Trustee of Indus International School in Pune and Bengaluru.



SNEHAL MANTRI
FOUNDER, MANTRI DEVELOPERS PRIVATE
LIMITED, BENGALURU





WOMEN AC PR & COF

zma Irfan joined the Prestige Group in 2006 at a crucial juncture when the brand was undergoing rapid expansion and diversification. From systematically profiling the company and its diverse interests in the media to assisting the company in its various networking forums, she has played an instrumental role in communication and marketing. She developed a detailed brand manual and turned Prestige's internal newsletter Falcon News into a popular customer engagement vehicle. She also grew Falcon Property Management Services into a 74 (+) cr business employing 800+ people and one of Prestige's most profitable subsidiaries.

Uzma turned entrepreneur in 2009 when she established Sublime as a diverse brand involved in art. media buying, and event management as well as fine tea and spices. Under her leadership 'Sublime House of Tea' is today a highly sought after brand of fine tea known for its exotic flavours. and a coveted line of gifting options.

Uzma is also currently the Editor of 'The Luxury Collection' a premium luxury lifestyle magazine circulated to HNIs in India and abroad. Her journalistic venture. The Luxury Collection, is an internationally reputed barometer of luxury that is available on

CHIEVER IN RP COMM

OVER THE YEARS, THE
PRESTIGE GROUP HAS GROWN
BY LEAPS AND BOUNDS,
AND SHE CAN BE CREDITED
FOR SINGLE-HANDEDLY
STRENGTHENING THE PUBLIC
IMAGE OF THE COMPANY
DURING THIS PHASE.

stands nationally and is placed luxury hotels such as Four Seasons - Paris and Chicago, The Dorchester Collection, Yacht Clubs and across multiple luxury properties in India.

Uzma Irfan is the Convenor of the Women's Wing of Karnataka of CREDAI, (Confederation of Real Estate Developers' Associations of India), the apex body for private sector developers in India, which brings together more than 11500 Real Estate Developers from 156 city chapters across 23 states of India, CREDAL Women's Wing will provide a strong networking forum and also create an incubation program to encourage more active women participation in this industry. CREDAI Women's Wing will also pursue various important issues that affect all women stakeholders of the real estate industry.



DIRECTOR CORPORATE COMMUNICATION, PRESTIGE ESTATES PROJECTS LIMITED, BENGALURU





WOMEN AC COMMERCIA

n intentionally strong and committed relationship with my organization has allowed my growth with a holistic and blended experience drawn from different stages of a company's growth cycle (mergers, multiple reporting managers) and mentors over a decade covering business acumen in problem solving, new initiatives, continuing growth for building processes and revenues, communication and public speaking skills, diverse cultural fits and depth of knowledge with expansive networks within the occupier, developer and consulting community.

I assist companies throughout the entire leasing process, from the initial needs assessment, go to market strategy, site selection to occupancy, lease negotiation and documentation, lease expiration, sale and beyond i.e., client account management for recurring business cycle.

I have consistently demonstrated capability to pivot and gather experience on managing expansions, consolidations, renewals, renegotiations and strategic exits. I am expected to deliver a cumulative revenue target of a minimum of 30-40% of the city net revenue per annum on secured and locally acquired revenue opportunities.

HIEVER IN AL REALTY

I LEAD BY EXAMPLE, ACTIVELY PARTICIPATE IN COMPANY INITIATIVES AND EVENTS AND MODEL BEHAVIOURS THAT ARE CONSISTENT WITH THE COMPANY'S VALUES AND ADHERE TO COMPANY COMPLIANCE AND CORPORATE POLICIES.

The larger part of my career has evolved in Bengaluru, India working on honing skills and developing teams in the Occupier Solutions space. Covering a milestone of over 5+ million sq. ft. of commercial office across various sectors has been a motivating and successful journey. I have represented up to 15 companies listed on the Forbes 500 List amongst others.

I actively worked on increasing market share of my organization by being a brand ambassador for C&W when interacting with external clients in the market, on boarding up to 100 clients with a co-elevated team to the company roster striving to keep performance on revenue generation and productivity positive by over 8-10 times on cost of each resource in my team.

I have an interest in the area of sustainability especially beyond just energy management like sustainable supply chains and workspaces, renewable natural resources, wellness, inclusivity and diversity.



VILMA CRASTO

SENIOR DIRECTOR - TENANT REPRESENTATION, CUSHMAN & WAKEFIELD INDIA PVT. LTD, BENGALURU





WOMEN AC RESIDENTIA

rowing up watching my father constantly build magnificent homes, and the blood and sweat that went into it, constructing our own house, and being involved with my father since I was a toddler, construction has been ingrained in my DNA. Hence, my role is very diverse, from leading the pack of professionals to meet the upmost customer expectations and deliver excellence through experiences at every touch point.

It is my responsibility from conceptualization of the product, designing and architectural aesthetics to marketing and sales delivery with post sales services and hospitality. I also lead the teams in Finance, People Management, Sales & Marketing, Operations, and New Project Development. But my key role is to bring unconventional, out-of-thebox ideas to the surface and see them through.

I have joined the organization in 2013 and gradually worked across functions, and learned everyday through varied experiences. I received my MSc in Marketing from San Francisco (US), where I graduated on

YUKTI NAGPAL
DIRECTOR, GULSHAN GROUP,
DELHI NCR

I HAVE A VISION TO TAKE FORWARD MY FATHER'S LEGACY AND PUT GULSHAN ON THE WORLD MAP.

the Dean's list and received the famous MARCOM Gold Award.

The successful launch of my maiden project, Gulshan Dynasty, is my most significant achievement. I've also changed our brand's positioning from premium to luxury and am establish it as a leading national real estate brand. I had a key role in the organization's vision to expand into the commercial and hospitality sectors. By 2023, we want to deliver 5 million square feet of space, with over 9.5 lakh square feet in the luxury class and around 4.75 lakh square feet in the commercial segment.

My aim is to bring a fresh new arsenal of ideas to the table to elevate the brand to new heights. I value the quality of life and wish to deliver it to all of my customers. I strongly believe in women empowerment and want to increase the number of women, working in our organization. I believe, taking a seat on a company's board of directors, indirectly encourages more women to join the sector.

THE JOY OF WINNING



NIKITA SHAH DIRECTOR, SHIVALIK GROUP

I would like to thank Realty+ & jury for considering me as the best women entrepreneur. Also, a special thanks to Shivalik team for their support.



DR PAYAL **KANODIA** TRUSTEE, M3M FOUNDATION

This event is a wonderful initiative taken by Realty+ as it recognizes the women professional's achievements. This will inspire more women to come forward in real estate industry and showcase that women are multitaskers and can take care of both the personal & professional life in a balanced way.



DIVYA PURI SACHDEVA ASSOCIATE DIRECTOR-STRATEGIC MARKETING. **CUSHMAN & WAKEFIELD PVT LTD**

All thanks to Realty+ for taking an initiative in organizing this award event. I have spent a decade in real estate industry & whatever I am today is all because of my peers, ex-colleagues & inspiring women around me.



ISHITA **BHATTACHARYA** ZONAL BRAND HEAD. TATA REALTY & **INFRASTRUCTURE LTD**

I am delighted & humbled to receive this award. All thanks to jury members for selecting me & finding me suitable for this award.



NIKITA SURATWALA HFAD-CORPORATE MARKETING, ANAROCK PROPERTY CONSULTANTS

Special thanks to my entire team & jury for this award. This will keep inspiring & motivating me and all other women out there in bringing more change in the sector with new opportunities coming our way.



PANCHAM LILLANEY CHIEF MARKETING OFFICER, RETAIL VENTURES LTD. JV OF WARBURG PINCUS & **RUNWAL GROUP**

I am privileged to be receiving the award on such an amazing platform & be with such distinguished women. I am honored to receive this award and would like to express special thanks to Ms Renu Karnad for being an inspiration to all of us.

THE REALTY+ WOMEN ICON AWARDEES EXPRESS THEIR JOY AND THE SENSE OF TRIUMPH AS WELL AS THE DESIRE TO CONTINUE ON THE PATH THEY HAD SET UPON.



PIYALI DASGUPTA
DIRECTOR-CORPORATE
MARKETING & PR, KNIGHT
FRANK INDIA PVT LTD

I am delighted to receive this award. I would like to convey my gratitude to jury for selecting me & Realty+ for conceptualizing & organizing these Awards. My gratitude to my employer for giving me a chance to grow in such a male dominated sector.



RITIKA SHAH
GM-CORPORATE MEDIA
RELATIONS, HIRANANDANI
GROUP & COMMUNITIES

This is indeed an amazing initiative taken by Realty+ for acknowledging women leaders of the real estate



ANSHU SHUKLA HEAD-DESIGN, GERA DEVELOPMENTS PVT LTD

Many thanks to the jury for their recognition & special thanks to my family, peers & managers for their support and motivation.



DR PONNI M
CONCESSAO
FOUNDER & PRINCIPAL
ARCHITECT, OSCAR &
PONNI ARCHITECTS

I feel humbled and privileged to win this award. My special thanks to jury, my family & our clients for giving me an opportunity to showcase my talents. This event will truly inspire more women in getting them to be a part of the building and construction industry & contribute to the country's GDP.



SABEENA KHANNAFOUNDER & PRINCIPAL
ARCHITECT, STUDIO KIA

I am elated & humbled on receiving the award. This recognition will make me strive even more to contribute to mt profession, my industry and the country.



ROHINI B.M.DEPUTY GM, BRIGADE ENTERPRISES LTD

I am delighted to receive the Realty+ Women Icon Award as it's the reflection of our hardwork and commitment to our work.

INDUSTRY REPORT

COP26 A MISSED OPPORTUNITY

ACCORDING TO **SUNITA NARAIN, DIRECTOR GENERAL, CSE**THE CLIMATE SUMMIT IN GLASGOW DID LITTLE TO ACKNOWLEDGE
THAT COMBATTING CLIMATE CHANGE REQUIRES COOPERATION AT A
SCALE NEVER SEEN BEFORE.

he 26th Conference of parties to the United Nations Framework Convention on Climate Change — CoP26) is done and dusted, and the world has signed on to the Glasgow Climate Pact. The question now is whether this pact will go far enough to keep the world at a 1.5 degree Celsius temperature rise above the pre-industrial levels. My verdict is a resounding "no".

Not only the commitments to cut greenhouse gas emissions are way below the required level, but also because CoP26 has once again highlighted the deep distrust between the already rich and the emerging world.

The Glasgow Climate Pact's fundamental and fatal flaw is engraved in its very first page. "It notes", rather dismissively, "the importance for some of the concept of climate justice". From this point, the entire architecture of ambitious and effective action collapses.

WE CANNOT ERASE THE FACT
THAT CERTAIN COUNTRIES
(THE US, EU-27, UK, CANADA,
AUSTRALIA, JAPAN AND
RUSSIA, AND NOW CHINA) HAVE
CONSUMED ROUGHLY 70 PER
CENT OF THE CARBON. BUT SOME
70 PER CENT OF THE WORLD'S
PEOPLE STILL NEED THE RIGHT TO
DEVELOPMENT.



This lack of understanding is at the core of the problem. This is when the world of the "natives" is reeling under devastation caused by the cumulative emissions of the already developed nations. There is no seriousness or intent shown by the already rich countries to pay for these costs, including the cost of mitigation in the still developing world. The Glasgow Climate Pact" notes with deep regret" that the goal of developed countries to mobilise US \$100 billion by 2020, has not been realised. Climate finance is still considered to be part of the narrative on "charity" and the rich world is frankly no longer interested.

We cannot move the burden of the energy transition to developing countries that are also the most vulnerable to climate change impacts. Climate change is an existential threat and what CoP26 should teach us is that it needs more than kindergarten diplomacy to keep the world safe.

Courtesy Down To Earth

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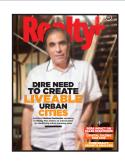
Cheque to be drawn in the favour of **'Mediasset Holdings'** 5A, Diamond House, 35th Road, Linking Road, Opp. Linkway Hotel, Bandra (W) Mumbai - 400050.

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INTEGRATION OF TECHNOLOGY & DESIGN FOR SMART SPACES

PRESENTED BY LEGRAND AND ORGANIZED BY REALTY+ MASTERCLASS, THE DISCUSSION HELD ON OCTOBER 23, 2021 EXEMPLIFIED THE SYNERGIES OF DESIGN & TECHNOLOGY FOR ARCHITECTURE THAT IS RELEVANT TO ITS TIMES AND BEYOND.

he keynote speaker of the day Italian architect Giovanni Podestà, Director, Studio Fuksas shared the presentation on the firm's recent projects that bore the testimony to holistic living for the occupants through enabling sustainable architectural designs with advanced building systems and materials.

Briefing on the on-going airport projects he emphasized on the structural design exhibiting a patterned double skin canopy of steel and glass that allows textured natural light into the interiors, creating interest and at the same time reduced energy consumption. "Technology has widely affected today's spaces and we are going to see even more influences of tech on design going forward. The future of residential spaces especially will incline towards smart homes for convenience, comfort and efficiency," he stated.

Milka Eskola, Director Designer Legrand Group spoke about the product design methodology through her presentation and how they are being designed to appeal to a global audience. She said, "We study consumer behaviors for all regions and make sure the products are tried by the sample end users to incorporate any missing details. In a product design it is important to strike the right balance between technology, ease of use and aesthetics. Contactless building operations will create more demand for updated

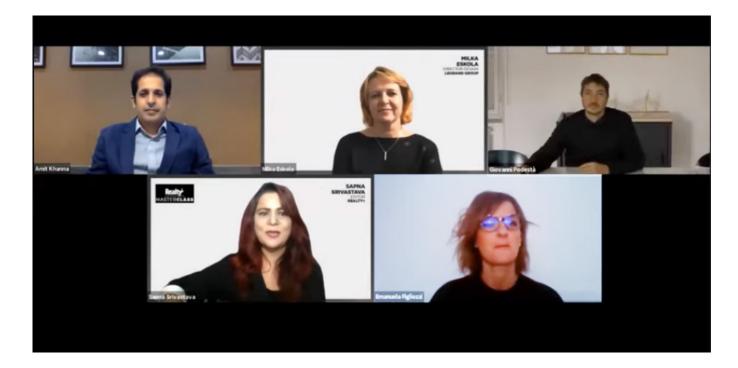
Buildings of the future will be defined by adaptive architecture that offer multipurpose uses. In residential segment utilizing spaces for varied functions.

version of sensors, which in turn will give architects a chance to think out of the box," she added.

Indian architect Amit Khanna, Design Principal, AKDA said, "The technological systems are being increasingly used in commercial buildings for energy efficiency, reducing resource consumption and for creating a healthy interiors. Technology integration in residential living spaces has been accelerated by the recent pandemic. Residential buildings are also now, tapping the opportunities offered by advanced building systems for sustainability, health and comfort."

PRODUCT, DESIGN & BUILDINGS

Emanuela Figliozzi - Brand Marketing Manager, Legrand Group shared an explanatory presentation on "Living Now"



brand that has just been launched in India and is India's first intrinsically connected wiring devices range.

Following the presentation, **Milika Eskola** elaborated on the Cloud connected devices, wherein purpose of the cloud is to secure data & offer the advantage of anywhere, anytime accessibility.

According to **Amit Khanna** local interoperability or IP open protocols were a necessity for customer's ease of scalability of systems. "Slow adoption of technology especially in residential apartments is due to lack of standardization in the industry," he expressed.

Giovanni Podestà while emphasizing on IoT as the future of buildings also cautioned that human element is necessary and will remain the basis of people's interaction with sophisticated devices."

The experts concurred that the pandemic had led to acceleration of technology adoption however, it is up to the designers to ensure correct application for environment sensitive buildings that provide wellness quotient too. Fluidity of spaces & functions and blurring of exterior & interior areas were some of the fundamental changes that are evident and human behavior in terms of their relationship with built spaces is also changing. The designers consider this as an interesting times for the design fraternity. In terms of dynamics of technology and design, on a lighter note they compared it to - which came first: the chicken or the egg, analogy.

The right technology addresses the needs of the people, planet and prosperity. The pandemic has led to architecture becoming flexible, so as to be adaptive to be multifunctional during its lifetime.

THE WRAP-UP

The experts were of the view that technology should fulfill the needs of the people rather than creating new ones. "We are going to see increasing use of algorithms and software in design as well as AI but humanizing of technology is an important aspect to consider," said architect Giovanni Podestà. Sharing similar sentiments architect Amit Khanna expressed, "Indeed the materials and technologies available influences the design and architecture of that specific period of time. In current scenario user data will be used more and more for efficient use of spaces and resources." Adding to the architects views, Milka Eskola shared that lifestyle is one of the important consideration while designing a product. "The ease of use, aesthetics and functionality, all have to be balanced while developing an innovative product."

EVENT

BENGALURU REALTY POISED FOR TRANSFORMATION & GROWTH

THE BENGALURU REAL ESTATE SUMMIT PRESENTED BY SELL.DO AND ORGANIZED BY **REALTY+ MASTERCLASS** ON OCT 12, 2021 HAD THE CEOS OF THE TOP REALTY FIRMS DISCUSS THE LATEST TRENDS, THE CHANGING CONSUMER BEHAVIOR AND THE FUTURE OUTLOOK FOR THE SECTOR.



Vikram Kotnis Exec. Chairman & MD Sell.Do



Abhishek Kapoor Executive Director & CEO Puravankara Ltd



Ashwinder R. Singh CEO Residential Real Estate Bhartiya City



Rajendra Joshi CEO Residential Business Brigade Group



Srinivasan Subramanian SNN Builders



S Baaskaran Group Chief Executive Officer Ozone Group

he virtual summit encapsulated experts views on government policies and regulations, property demand and buyers inclinations as well as the forecast for the times to come for the real estate of Bengaluru.

The session moderated by Vikram Kotnis, **Executive Chairman & Managing Director, Sell.Do** highlighted some interesting opinions about the real estate development of Bengaluru city marked by the presence of major IT and ITeS companies and primarily the millennial homebuyers.

Abhishek Kapoor, Executive Director & CEO Puravankara Ltd sharing his point of view stated, "IT sector has been the major driver of real estate demand in Bengaluru, in both commercial as well as residential segments. The low interest rates are boosting customer confidence to invest in real estate, especially the first time homebuyers. Despite the concerns of rising property prices due to growing raw materials and labour cost, the next few years will be good for real estate due to the high demand and limited ready home inventory."

Ashwinder R Singh, CEO Residential, Bhartiya

City added "First time buyers are price sensitive but, they are also looking at an integrated residential development with amenities. Their preferred ticket size is 45 lakhs to 75 lakhs for a ready to move in property. While, the ready to move apartments inventory is fast going down, the home loan interest rates too will not go down further and the current rates of real estate are expected to rise in the future due to inflationary pressures."

Rajendra Joshi, CEO Residential Business, **Brigade Group** agreed that the developers are facing cost pressure as there's an increase in construction material prices however, he was optimistic that the festival times will bring good sales bookings for the developers across residential segment from affordable to luxury houses.

Srinivasan Subramanian, CEO, SNN Builders presenting his view said, "In Bengaluru, Kanakapura, Sarjapur & Whitefield are considered to be the fastest growing areas and seeing a lot of real estate demand. Luxury real estate buying is expected to increase in Hebbal & Yelahanka, the most sort after localities in Bengaluru because of their perfect balance of commercial and residential projects.

S Baaskaran, Group CEO, Ozone Group expressed, "Bengaluru has witnessed tremendous growth over the last decade. The rapidly rising smart infrastructure, an abundance of commercial establishments, conducive market dynamics, a balmy climate, treelined streets, and vibrant culture make this metropolis a favorite among end-users and investors alike."

Sharing similar thoughts, Vikram Kotnis added, "Bengaluru has been successful in leveraging the global IT boom, making it the favoured destination for Millennial to relocate. Also, the state government's policies and attractive festive bank loans are helping fuel home buying in Bengaluru."

> The Bengaluru consumer is progressive and has evolving preferences which need to be met through data-driven proptech solutions.

Widely regarded as the silicon valley of India- Bengaluru continues to emerge as a preferred hub for commercial real estate, primarily led by the BFSI, Tech & Pharma companies.

PROMISING FUTURE OUTLOOK

The growing consolidation in the realty sector has led to increase in customer's confidence with branded developers witnessing rising demand for products ranging from affordable and mid-income to luxury housing. According to Ashwinder R Singh, Bhartiya City has launched its first ever residential project outside Bhartiya City at Sarjapur, after the overwhelming demand for its Nikoo Homes.

As per **Abhishek Kapoor**, Bengaluru real estate has always been a fast adopter of technological trends. "Puravankara had launched "Book Your Purva Home Online" for apartment booking which has seen great traction from the customers. Going forward, technology to make business data digitalized, for online tendering and use of AI will be vastly adopted by the realty sector.

Rajendra Joshi sharing his outlook said, "Bengaluru is facing extreme water shortage and developers are already implementing solutions for rain harvesting, monitoring energy consumption and reuse and recycle of waste, as customers too are demanding such facilities."

Srinivasan Subramanian expressed, "We will see more JVs among developers to complete the distressed projects. At least for next 10 years, Bengaluru has a great potential of real estate growth."

S Baaskaran, on a concluding note added, "The flow of global capital is moving to India, lenders and financial institutions too are keen to lend capital to worthy developers and more home buyers are now interested in tier II & III cities. These are exciting times for realty developers to capitalize on the demand and interest of domestic and international investors."

BALANCING DESIGN AMBITIONS &TECHNOLOGY DICTATES

ARCHITECT SONALI BHAGWATI, PRESIDENT, DESIGNPLUS
ARCHITECTURE SHARES HER VIEWS ON SMART AND GREEN URBANISM
AND TALKS ABOUT HER ARCHITECTONIC PROJECTS FROM HERITAGE
BUILDINGS TO MODERN INSTITUTIONS.

avells Insignia presents ADEX series organized by Realty+ Masterclass latest episode was all about architectural conservation and technology enabled designs and spaces. Architect & designer **Sonali Bhagwati** shared her ideas and designs that can contribute to creating not only smart but livable cities inspired by vernacular designs. She said, "Our top priority should be to remodel unorganized cities with contextual designs and conserve ancestral buildings".

Emphasizing on re-smartening neighborhoods with the use of technology, **Sonali Bhagwati** stated, "Horizontally spread buildings are getting converted into high rises and cities with IoT connected public and private infrastructure are considered more economically and socially viable. However, these developments should also include revitalization of our old towns and structures to continue the historical legacy of the city."

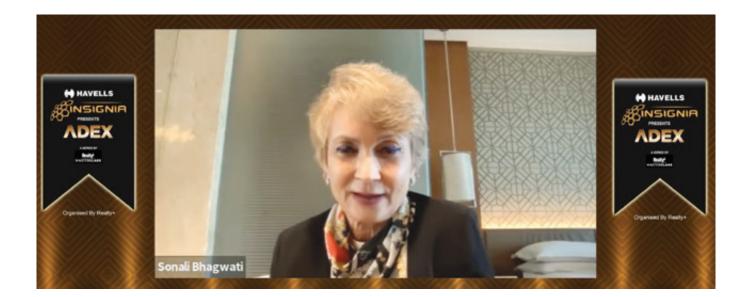
Sharing an example of her own project Kinari Bazar in old Delhi, Sonali highlighted the renovation aspect of Old Delhi areas with minimal interventions. "The interface of the public and private domain were uplifted by preserving the historic architecture and elements like the façade, doors, jharokhas and jaalis along with the management of the utilities to give a fresh and vibrant look to the streets that were in a complete disarray. Simple techniques like consistent paint colour for facades gave a breath of fresh

air to the narrow lane of Old Delhi's Kinari Baza which is known for its bright and shimmering 'Jari' and 'kinari' put on display. "In addition, we added features like solar panels on top of the buildings, horticulture, WI-FI connection & universal access, CCTV cameras and SOS call box in order to promote digital smartness in the area.".

TECHNOLOGY FOLLOWS DESIGN

According to **Sonali Bhagwati**, the aim should be to enable right technology at a right time and at a suitable place in order to create a livable environment for the people. "Our recent project VidyaGyan School in Uttar Pradesh, for the weaker section of the society was redeveloped into a vibrant space with an-house hostel

"Citizens should be encouraged and empowered to look after their ancestral properties, renovating them at a minimal cost while maintaining the traditional architecture. City authorities can play a big role in this initiative."



for girls & boys. Red sand stone façade and concrete jalis offer sun protection and passive cooling. There are naturally well-ventilated sitting areas inside the premises and pergolas provide shade as well as natural light to the open spaces. Likewise, Thapar University in Punjab, a modern higher learning educational institution also displays jalis, balconies, double height spaces with large central staircase. The building is, amalgamated with technology infrastructure that not only defines the feel of the overall structure in its context but also, its objective as a place of learning.

COVID INDUCED DESIGN CHANGES

Sharing her thoughts on Work from Home Sonali Bhagwati said, "We may very soon see work pods at community level that can be utilized by people to work out of home. Offices will now be more of organizational level spaces used by employees occasionally."

Another implication of pandemic she mentioned was the de-densification of office spaces with more desk space per employee. "In the pursuit of driving space efficiencies the space per person was increasingly getting squeezed. The trend is getting reversed now. Moreover, apart from co-working spaces, business centres in housing complexes and in neighborhoods will become a common sight. The hybrid way of working has influenced home and office design forever. At homes we are seeing increasing use of multifunctional furniture as well as spaces, being designed to cater to varied functions."

"Design forms the basis on which we can build upon smart spaces enabled by technology. However, a design set in its context is imperative for any development."

As Sonali Bgahwati concluded her talk by saying that the technology dictates are here to stay and will increase over time. She was of the view that that connected appliances, products and buildings are the future that has been further accelerated by the pandemic. There is an increasing demand for automation products and contactless operations solutions by home and building owners.

"Across countries, architects, designers and planners are focusing on IoT to make cities smart, sustainable and resource efficient. However, let's not forget, the design forms the foundation of all tech applications. We need to start from the bottom of the pyramid, making cities economically affordable for the citizens, socially vibrant with cultural undertones and then technologically efficient for smart governance," Sonali concluded.

WORLD'S MOST EXPENSIVE HOUSE

Claiming the title of the most expensive house in the world, is Buckingham Palace. The palace is owned by the British Royal family and is one of a number of lavish properties in their portfolio. It is located in the city of Westminster, London, and comprises 775 rooms, 78 bathrooms, 92 offices and 19 staterooms. In terms of size, the palace checks in at approximately 828,000 square feet and the garden alone is 40 acres. However, despite its impressive



size and taking the title of the most expensive house in the world, it's still not the largest palace in the world. It's estimated that if the palace were to be put up for sale; it would be somewhere in the region of \$2.9 billion.

WORLD'S MOST EXPENSIVE FURNITURE

The most expensive piece of furniture, this badminton cabinet features amethyst quartz, apart from other precious stones. The masterpiece was created by thirty designers and the process took them six years. The antique was made in Florence and is believed to have been belonged to the third Duke of Beaufort and was sold off by his descendants in 2004. The cabinet can currently be found at the Liechtenstein Museum.



WORLD'S MOST EXPENSIVE PAINTING

Leonardo da Vinci's depiction of Jesus Christ holding a crystal orb is the most expensive painting in the world! The painting was commissioned by King Louis XII of France in



1605, during the same period as the Mona Lisa. However, somewhere between 1763 and 1900, it disappeared from all records until it was rediscovered in 2005, by a group of British art dealers. The "Savior of the World" (Salvator Mundi) was purchased by the Crown Prince of Saudi Arabia, Mohammed bin Salman on behalf of the Abu Dhabi Department of Culture & Tourism for \$450.3 Million.

WORLD'S MOST EXPENSIVE SCULPTURE

So, what is the most expensive sculpture ever? It's another one by the legendary Alberto Giacometti, this time with L'homme au doigt, also known as The Pointing Man. Created in 1947 and cast in bronze,



Alberto created six casts and one artists' proof of the statue, four of which are in museums. Described as Giacometti's "most iconic and evocative sculpture", the auctioned piece is also believed to be the only one hand-painted by the artist, adding an additional level of rarity and expressive impact to the piece. Selling at auction in 2015, L'homme au doigt comfortably broke the previous record when it sold for \$141.3 million to a private buyer.































FOR REGISTRATION, CONTACT:

Monisha Karkera +91 9870441920 | monisha.karkera@exchange4media.com Avantika Patel +91 76780 41182 avantika.patel@exchange4media.com

FOR BRANDING OPPORTUNITIES, CONTACT:

Tripti Kedia +91 98200 10226 | tripti@exchange4media.com Ganesh Gurav +91 99309 60403 ganesh.gurav@exchange4media.com



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