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THE VOICE OF REAL ESTATE

YOUTH THE FUTURE

CONVERSATION WITH 21 YOUNG GENERATION DESIGNERS



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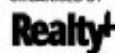
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PANORAMA

by ANNURAG BATRA

Editor-in-Chief

LOOK AT CHALLENGES AS OPPORTUNITIES

Just when the COVID-19 pandemic started ebbing, the Russia- Ukraine crisis escalated, once again clouding the India's growth outlook. The good news is, RBI believes India is in a better position than many other countries' economies and is likely to avoid stagflation as recovery has remained broadly on track.

The recent real estate industry reports too corroborate the rebound. Institutional investments in Indian real estate witnessed a rise of 14% during H1 2022 from H1 2021. Investors are enthused by the recovery seen across the Indian real estate spectrum, after Covid-19-induced disruptions. Another report findings reveal office sector leasing in India having recorded the highest-ever activity which grew by 61% in Q2 2022.

Realty+ has been tracking the latest developments in the real estate sector and it's recently held Realty+ Conclave & Excellence Awards 2022 in Gujarat brought in focus the challenges and opportunities of the state's real estate.

Shri Rajendra Trivedi Hon'ble Minister of Revenue, Law & Justice, Disaster Management, Legislative & Parliamentary Affairs, Government of Gujarat present at the event rightly pointed out that the private and public sector will have to work together to build the nation. The government policies too will have to align with the development goals to create an environment of transparent collaboration.

I was particularly humbled and honoured during my meeting with Shri Bhupendrbhai Patel Hon'ble Chief Minister of Gujarat as he communicated his desire to build a strong infrastructure in the state. I am sure, receiving the awards from the Chief Minister of the state have been a motivation for the winners as well as the entire real estate fraternity present at the event.

My heartiest congratulations to all the winners of Realty+ Excellence Awards 2022- Gujarat and I believe, India is at a cusp of becoming a world economy to reckon with.



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FROM THE EDITOR'S DESK



"It takes a village to raise a child" and here the child is our architecture. A building is not a result of a sole architect's design idea, but a collaboration of team of experts. The young designers today understand that perfectly well, and the reason that we are seeing an increasing interdisciplinary approach in architecture.

This issue highlights the thoughts, views and opinions of the new generation of designers who unlike their predecessors have a new set of challenge - to tackle local design problems as part of global issues.

Sapna Srivastava

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You can access the web edition of Realty+ at www.rprealtyplus.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.

READER'S CONNECT

IN BOX



Gurugram has been the most preferred choice for multinational companies, thanks to vibrant business districts, Grade A office supply, infrastructure and connectivity that it offers. Considering the current inquiries and deals in progress, we are expecting the second half to be much better than the first half of 2022.

Pankaj Pal

Group Executive Director, AIPL

With the rise in repo rates, the increased home loan rates may impact sentiments in the short run, but home loan rates would still remain attractive compared to its peak in 2019, especially against the backdrop of price increase on account of inflation and rising input costs. The steps announced by the RBI for cooperative banks and RCBs will improve liquidity in the sector.

Kaushik Desai

Walton Street Blacksoil Fund

I would love to thank Realty+ for conceptualizing and organizing the IDEA conclave and Awards. And many thanks to the jury members for selecting us for IDEA Online Advertising Campaign Of the Year award. My heartfelt congratulations to everyone involved in our triumph.

Hariharan K

VerSe Innovation Private Limited

Truly a glorious moment to win Realty+ IDEA Online Advertising Campaign of the Year for Real Estate – West award for our #PateKiBaat campaign. Entire marketing team at Adani Realty, Gujarat, thanks the jury for the nomination and the award.

Ashish Gargi

Vice President Sales & Marketing - Adani Realty

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NEWS

IN FOCUS

INVESTMENT INFLOWS INTO REAL ESTATE SECTOR UP 14% YOY

Institutional investments into Indian real estate sector touched \$2.6 billion during H1 2022, a 14 percent rise compared to the same period last year. These inflows were led by the office sector, which accounted for about 48 percent share, followed by the retail sector with a share of 19 percent said a report by Colliers India.

Delhi NCR saw the highest share of inflows at 35 percent, followed by Mumbai with 11 percent share and Chennai with 10 percent. However, multi-city deals continued to be on the rise, with a 43 percent in investments during H1 2022. These deals were entity-led for assets across multiple cities.

Interestingly, domestic investors are back in the market with a 38 percent share in H1 2022, a massive jump from just 13 percent share in H1 2021. Domestic investors were majorly inclined towards mixed-use assets and the retail sector. However, investments continued to be driven by foreign investors wherein pension and sovereign funds are betting on income-yielding assets in the office, retail and industrial sectors.

Office sector continues to rule inflows with a 48 percent share in H1 2022. During H1 2022, the office sector garnered about 48 percent of the investments. While a hybrid style of work is the dominant mode of working, large technology corporates continue to lap up office spaces. Investors are taking a medium to a long view of the sector, with the intention of bundling assets into REITs. As a result, investments in the office sector rose 20 percent YoY in H1 2022.

During H1 2022, the retail sector saw a 19 percent share in investments as investors look toward completed malls as an investment avenue. Also, malls have been seeing a healthy pick-up in footfalls since last year. The industrial & logistics sector and the residential sector saw subdued inflows during H1 2022.

Investments inflows into alternate assets rose 53 percent YoY during H1 2022 to about \$370 million, indicating that investors are betting big on diversifying their portfolios. Deals during this period ranged from data centers, holiday homes and life sciences, according to the report.

INVESTMENTS IN INDIA CONTINUE TO INCREASE IN BOTH DEVELOPMENT AND OPERATING ASSETS. THE INDIAN REAL ESTATE MARKET IS LIKELY TO WITNESS BOTH EQUITY AND CREDIT INFLOWS TAPPED BY EXISTING AND NEWER INVESTMENT MANAGEMENT PLATFORMS.



NEWS IN FOCUS

GURUGRAM TOPS LIST OF UNSOLD HOUSING STOCK IN NCR



Of the total unsold inventory of 1.41 lakh units in NCR, Gurugram currently has the maximum of 59,120 units (42%) followed by Greater Noida with 28,875 units (20%) and Ghaziabad with 17,990 units (12%). And Noida has the minimum unsold stock of 12,150 units, which is just 8.5% of the total unsold inventory across NCR cities, as per the latest report by

real estate consultants Anarock.

However, compared to the second quarter last year, the unsold stock saw a 16% decline — from 1.68 lakh units in the second quarter of 2021 to 1.41 lakh units in Q2 2022. The total unsold inventory in Gurugram decreased by 7% on a quarterly basis, 8% in Greater Noida, 5% in Ghaziabad. Noida witnessed a whopping 12% quarterly decline in unsold stock.

SNIPPETS

INDIA PROJECTED TO BECOME WORLD'S MOST POPULOUS COUNTRY IN 2023

India is projected to surpass China as the world's most populous country next year, according to a report by the United Nations.

INDIA'S FIRST GREEN GOVERNMENT BUILDING COMING UP IN HYDERABAD

India's first 100% green government building housing State Renewable Energy Development Corp. Ltd will be a Grid- Interactive Net Zero Energy structure spread over 2,591 sqm.

NEPAL EXPORTS CEMENT TO INDIA FOR THE FIRST TIME

For the first time, Nepal has started exporting cement to India, with the initial consignment of 3,000 bags entering the neighbouring country through a check post bordering Uttar Pradesh.

WORLD BANK APPROVES \$190 MILLION FOR AFFORDABLE HOUSING IN TAMIL NADU

The World Bank has approved a \$190 million loan to Tamil Nadu to address the housing needs of the lower-income groups and vulnerable population.

UAE GOLDEN VISA NOW AVAILABLE DIRECTLY FROM REAL ESTATE DEVELOPERS

UAE-based real estate developers are offering attractive Golden Visa benefits to eligible customers, including shouldering the cost of obtaining a UAE Golden Visa

NEWS

IN FOCUS

INDIAN REALTY MARKET TRANSPARENCY AMONG MOST IMPROVED GLOBALLY

The transparency level in the country's real estate sector is now amongst the top ten most improved markets globally and is part of the semi-transparent category at 36th spot out of 94 countries, showed JLL's 2022 Global Real Estate Transparency Index (GRETI).

India's improvement in transparency score between 2020 and 2022 is higher, due to digitization and data availability for transaction processes in addition to overall market fundamentals. Regulatory changes in the Indian real estate sectors like RERA and digitization in

all transaction processes have led to a more sanitized and transparent data availability.

Given the regulatory initiatives, and better and deeper data availability, access to asset information has improved in a significant way. To be able to move to the coveted transparent list, from the present semi-transparent list, the country needs to improve sustainability tracking.

India's improvement was just behind Vietnam and Malaysia among other APAC countries. India has made rapid strides in the availability of high-frequency data across its

INDIA'S SCORE IMPROVEMENT WAS THE HIGHEST ON THE PARAMETER OF IMPROVEMENT IN TRANSACTION PROCESS.

big cities and core asset classes through the intervention of tech platforms and regulatory reforms. It needs to replicate for other cities and alternative sectors with a mix of both private sector participation and government push towards digitization of land and property records.

NEARLY 75% OCCUPIERS CONSIDERING HYBRID WORKING

CBRE South Asia Pvt. report findings indicate that 73% of the occupiers in India are evaluating hybrid working arrangements going forward.

The flexible working approach is a mix of four patterns that includes just-in-case remote work for specific circumstances, 3+ office days a week, an equal mix of office and remote work, and remote work for 3+ days a week.

THE ADOPTION OF ACTIVITY-BASED WORKING (ABW), HOTDESKING, AND TARGETED MOBILITY (TM) IS EXPECTED TO CONTINUE TO GAIN MOMENTUM IN THE COMING YEARS.

The report also highlights that the technology and BFSI corporates who plan to implement hybrid working

policies would mainly prefer an 'equal mix of office-based and remote work' or 'mostly in office'.

Among the flexible seating options, hotdesking ~ grew by about 100% over the past two years. About 44% of companies retained dedicated seating arrangements as of 2022, well below the 81% of firms who did so pre-pandemic.

NEWS IN FOCUS

AHMEDABAD, PUNE, CHENNAI MOST AFFORDABLE HOUSING MARKETS

Knight Frank India in its proprietary study Affordability Index for H1 2022 cited that all markets have seen a decline in affordability due to the recent rise in home loan rates. The Index, which tracks the EMI (Equated Monthly Instalment) to income ratio for an average household, witnessed steady improvement from 2010 to 2021 across the eight leading cities of India especially during the pandemic.

Mumbai remains the most expensive residential market in the country. In H1 2022, the affordability index of the city currently stands at 56%.

Hyderabad is the second most expensive residential market in the country. In H1 2022, the affordability index of the city currently stands at 31%.

NCR ranks third in terms of most expensive residential market in the country during H1 2022. In H1 2022, the affordability index of the city currently stands at 30%.

Bengaluru follows NCR in terms of expensive residential markets in the country, ranking 4th expensive city in India. In H1 2022, the affordability index

**THE TWO CONSECUTIVE
REPO RATE HIKES BY
RBI HAS DECREASED
HOME PURCHASE
AFFORDABILITY ON
AN AVERAGE BY 2%
ACROSS MARKETS AND
INCREASED EMI LOAD
BY 6.97%.**

of the city currently stands at 28%.

Kolkata ranks third most affordable residential market in the country. In H1 2022, the affordability index of the city currently stands at 27%.

Pune and Chennai are the second most affordable residential markets in the country. In H1 2022, the affordability index of the city currently stands at 26%.

Chennai's, from 51% in 2010, the home purchase affordability index improved to 29% in 2019. In H1 2022, the affordability index of the city currently stands at 26%.

Ahmedabad has consistently been the most affordable city in India since 2019. In H1 2022, the affordability index of the city currently stands at 22%.



Housing For All @ PMAYUrban

LHP Chennai, equipped with all modern & basic infrastructure facilities, comprises of 1,152 houses.

MAHA_UDD @MAHA_UDD

Cidco and the Airports Authority of India are going to sort out the issue of height restrictions on buildings around the upcoming international airport.

Nirmala Sitharaman @ nsitharaman

A recent UNDP report shows that inflation will have only a negligible impact on poverty in India.

Ministry of New and Renewable Energy @ mnreindia

The presence of floating solar panels ensures that the evaporation rate from water bodies is reduced thereby helping in water conservation.

Nitin Gadkari @nitin_ gadkari

Dwarka Expressway is being developed as the first elevated urban expressway in India.

GIFT City @GIFTCity_

8 international banks set up offices at GIFT City.

COVER
STORYYOUTH
THE FUTURE

HISTORY HAS PROVEN THAT DESIGNERS HAVE ALWAYS EVOLVED THEIR WORK AS PER THE CHANGING WORLD. TODAY, THE ARCHITECTS AND DESIGNERS ARE TRYING TO TACKLE A COMPLETELY NEW SET OF CHALLENGES.

Emerging architectural practices in India have led us to believe in the new generation of designers who are pushing the boundaries to turn creative ideas into viable living solutions. If these professionals stay agile and amenable, the coming days can see a lot of disruptions in terms of technology, civic sense and elemental designs.

The young generation architects and designers are choosing to build slightly different. They are defying the odds of conventional training. Riding the wave of reformed thoughts and consumption patterns, they are building chapters on sustainable answers to the preliminary question of what lies ahead - Planning spaces in a way to redefine the very essence of living.

While unapologetically concocting innovative methods of building future homes, the next-gen is equally connected to traditional building techniques. The architects are saving the day with ideas that reduce

impacts on our immediate environment and are recycling the available resources to build intelligible spaces.

Driven by passion, young architects are following their calling, while a landscape of risks, challenges as also whole new opportunities await them.

REIMAGINING ARCHITECTURE

Given the background of the pandemic, everyone is adapting to new realities. Architects and designers too are questioning and evaluating their choices, reacting and anticipating a relatively unknown future.

One thing is clear, the demand for a new living style is strengthening the theory of 'conscious building'. These dynamic architects and designers are deploying time-tested techniques to create modern spaces that are practical and efficient yet modern and contemporary. Keeping in mind the socio-environmental contexts, these artists are embracing



THE CONVERSATION WITH 21 YOUNG GENERATION DESIGNERS SEEKS TO INVESTIGATE THE CURRENT TRENDS AND REVEAL HOW THE YOUNG PRACTITIONERS OF ARCHITECTURE ARE TACKLING THE EVOLUTION OF THE PROFESSION, THE SOCIETY AND THE EMERGING URBAN ECOSYSTEM.

WE DO NOT INTEND TO CATEGORIZE "YOUNG ARCHITECTURE" AS SOMETHING DISTINCT FROM ARCHITECTURE AT LARGE ON THE BASIS OF THE DESIGNER'S AGE. WE AIM TO ARTICULATE THE VALUES OF YOUTH – AS A SET OF ATTITUDES AND AN UNSELFCONSCIOUS APPROACH IN WHICH INEXPERIENCE AND COURAGE ARE EMBRACED AS GENERATORS OF INNOVATION.

more eco- friendly construction methods and designing ecologically ethical, personalized, intelligent spaces.

The renewed habits and lifestyles of people in the new normal are greatly impacting the architectural designs. Be it forming concepts for the emerging smart cities or

fueling the dream for a skyline full of high rises, a great responsibility lies ahead of this day and time.

What is also evident is that architecture alone cannot save the world. The collaborative approach with other interdisciplinary sectors, bringing new expertise and views to the practice, can more aptly address the global issues.

As can be seen in the work of the design professionals featured here, the notions of public and personal health, mobility and transportation, environmental psychology, biophilia, and even agriculture are becoming part of their designs. They mean to integrate ethnic Indian architecture with a modern-day vocabulary. Working with local craftsmen is another take by these youngsters to highlight the contemporary Indian sensibility and on the other end they firmly believe that a future with immersive technologies of AR and VR can alter the design and construction industry.

ABHINAV CHAUDHARY & KAKOLI BHATTACHARYA

PRINCIPAL ARCHITECTS, FLYINGSEEDS, NEW DELHI

THE FREE-SPIRITED TRAINED YOUNG ARCHITECTS ARE PASSIONATE ABOUT INNOVATION IN DESIGNING SPACES.



Given the experience of confinement at our homes, the focus should be to build climatically responsive dwelling units where the design lets natural light and air into the living spaces

along with the constant connection with nature. These open, breathable spaces should be dynamic, intelligent and convertible work-play-relax optimized layouts.

We consciously integrate architecture and nature together as an ever-evolving idea based on relevant factors every project has to offer. We follow distinct perspectives to understand the real concerns connected to the deeper realms of people and place. We are enthused to create breathable buildings where natural light penetrates deep to accentuate the quality of the spaces and use the material pallet of concrete, brick, steel, stone wood etc. in their most intrinsic form to intensify and celebrate the visual and tactile sense.

REVISIT FORGOTTEN ETHOS OF INDIGENOUS ARCHITECTURE

The architecture for the NEW urges us to revisit the forgotten ethos of indigenous architectural practices.

'RESPIRE' OFFICE, NEW DELHI

The Respire Office (Gross Built Area: 35000 sqft) is about exercising conscious sustainable architecture, building more with less. Offering a large open-space layout with negligible internal walls, volumizing with maximum ceiling heights, keeping the services exposed and adding brick jali walls and strategic window openings in all the corners, helped achieve abundant natural light and air, and least dependency on mechanical means.

The building celebrates the honesty of ethical material-palette of exposed concrete, terracotta bricks, steel, Birch wood in their most intrinsic, rustic form intensifying the visual and tactile sense. Lush green pockets of air-purifying plants growing out of shelving systems and desk tops imperfectly, in contrast to the muted palette provides a link with the living nature.



AMRITA JENA AND AKSHAY KAPOOR

**PRINCIPAL ARCHITECT AND BUSINESS HEAD,
FURNISH ME ARCHITECTS, NEW DELHI**

FURNISH ME ARCHITECTS IS A YOUNG PRACTICE, LED BY DYNAMIC ARCHITECTS AMRITA JENA (PRINCIPAL ARCHITECT) AND AR. AKSHAY KAPOOR (BUSINESS HEAD).



Established in 2016, and headquartered in New Delhi, Furnish ME Architects was born out of an idea developed and evolved through various stages on a passion to transform people's lives by designing incredible spaces for them to live and work and solve their daily problems. We have been working in a diverse range of architecture and interior disciplines and are also passionate to solve the problem of urban interaction in context to Indian fabric by creating public spaces in important spots across the cities.

PARAMETRIC ARCHITECTURE HELPS SOLVE DESIGN PROBLEMS

Data-based design often termed parametric architecture will help the designers to solve design problems. While, development and modernization in downtown areas is necessary, given the background of the pandemic, open areas with better space planning are now being designed in the city centres. Offices are having micro settlements with small setups instead of one big settlement and traditional building materials are being replaced with smart building materials.

GLAXOSMITHKLINE LTD. OFFICE, PATNA

The client brief and aim was to create an open working atmosphere having transparent and democratic office culture as well as promote regional elements through design. Through vibrant colours, greenery, local art, we have tried to capture the co-existence of Bihar's Madhubani aesthetics and culture in the design.

Enclosed spaces were thoughtfully kept well lit, to make them look bigger and spacious. Walls and blinds were hand painted by local artisans and it also crowns the office, while maintaining a visual regional connect. The essence of this designed office is dynamic, impactful, doused in character and is forward thinking in its approach.



ALOK KOTHARI

PRINCIPAL, ALOK KOTHARI ARCHITECTS, PUNE

ALOK KOTHARI ARCHITECTS IS A YOUNG ARCHITECTURAL PRACTICE THAT BELIEVES IN CREATING CONTEXT DRIVEN SPACES USING SIMPLE, INNOVATIVE AND SUSTAINABLE DESIGN IDEAS



My practice draws inspiration from the traditional architecture of the region and materializes those thoughts with sharp focus on research, experimentation and a keen eye for details. As designers we should be sensitive towards the impact of design on the behavioural pattern of the user and not just focus on the 'latest' trends & styles. The aim is to perceive architecture through the prism of 'quality of space', as 'spatial quality' is perpetual and long-lasting in nature; whereas 'styles' are temporary and short-lived.

BUILDINGS WILL HAVE TO BE FUTURE PROOF & 'SMART'

Architecture in the post-Covid era will have to absorb the changed behavioural patterns of the masses. Buildings will have to be more flexible and will have to be future proof & 'smart' for a touch-less & a contact-less environment. Existing space has to adapt to new uses and functions with the passage of time. This 'adaptive reusability' would be crucial as we move forward.



THE BROWN ENVELOPE, PUNE

The client wished to use the 40-year-old existing house in Pune as retirement home, requiring complete reworking of the building elevation without disturbing the structural framework.

The USP of this project is the connection of the interiors with the outdoor landscape and elevation design which is a new envelope around the old house, hiding the haphazard projections of the existing structure. The modified elevation is a juxtaposition of different materials at different levels. The ground floor is wrapped in a brick skin which imparts a warm look while, black stone slats break the monotony. The first floor is perforated box made up of aluminium fins that makes it light in weight.

AMAN AGGARWAL

PRINCIPAL ARCHITECT, CHARGED VOIDS, CHANDIGARH

AMAN AGGARWAL ESTABLISHED HIS DESIGN FIRM WITH AN AIM TO CREATE A TRANSCENDENT AND SPIRITUAL CHARACTER IN ARCHITECTURE.

Aman Aggarwal's architectural and design practice seeks to infuse a spiritual character in built forms through knowledge of the elements and response to climate. His design philosophy has been shaped by Le Corbusier's core principles of modernism and experiences working under Pritzker Prize-winning architect BV Doshi. Through his practice, he aims to search for a sense of temporal continuity that can bind our glorious past with the beads of the future.

ARCHITECTS' APPROACH TO DESIGN HAS BECOME EMPATHETIC

In response to the pandemic, our spaces have evolved to encompass the new normal in all aspects of life. In many ways, architects' approach toward



design has become more empathetic and sensitive to inhabitants' fundamental needs. The importance of personalised spaces becoming paramount, we have witnessed a shift in how we understand functional needs for working, living and leisure.

RESIDENCE 1065, CHANDIGARH

Reinterpreting India's traditional ways of living while paying homage to Chandigarh's modernist heritage, the house draws on principles of modern architecture of 'Congrès Internationaux d'Architecture Moderne' (a school of thought propagating 20th century modernist ideals). The home fusing traditional spatial planning with contemporary aesthetics employs an open plan with a facade that appears to float.

Driven by the highly cohesive lifestyles prevalent in multi-generational Indian families, the layout connects multiple volumes with semi-open spaces to allow for easy interaction and clear lines of sight. The common areas on the ground floor are enclosed in glass. The private spaces on the upper floor open onto courtyards and deep



verandahs with tall sun breakers forming the front facade. A sweeping, curved concrete slab—a reinterpretation of the nearby Palace of Assembly—forms the roof of the house.

HIMANSHU PATEL

PRINCIPAL ARCHITECT, D6THD DESIGN STUDIO, AHMEDABAD

HIMANSHU PATEL'S PRACTICE IN VERNACULAR ARCHITECTURE IS INEXTRICABLY BOUND WITH HIS ENTIRE CHILDHOOD SPENT IN A VILLAGE.



My firm d6thD means the 6th dimension that is not restricted to measure the physical world but to explore - the feel good spaces. Any object or space can be measured in 3 dimension but to feel good about it is the 6th dimension. We promote the use of locally available materials, traditional building techniques, culturally and climatically relevant building design. We are passionate about design, but driven by ideas rather than personalities, also exploring the ways in which spaces can create experiential happiness.

LOOK AT ARCHITECTURE FROM LOCAL/REGIONAL PERSPECTIVE

Architecture, like art does not circumscribe to age. The beauty of it is timeless. The structure must be the voice of the hands that it has been passed down from. Come rain or shine, Mother Nature is always "normal", and so should our architecture be. The architectural world of today is grappling with the issue of losing an identity. We need to look at it from the local/regional perspective, responding to climate, context and culture.



AARANYA FARMSTAY RESORT, SASAN GIR

An agriculture farmstay located in rural settings of Sasan Gir Lion Sanctuary, was designed with overt principles of vernacular architecture. Building form allows one to instinctively experience the psychological assurance of security on one hand and the exhilaration of proximity to the nature on the other.

The terracotta tiled roof is representative of the image of almost half a million Indian villages. The old construction techniques using rubble stone packed foundation, load bearing exposed natural sand stone walls, brick dome with china mosaic on top are not only cost effective and time tested but created jobs for local villagers as a step towards social sustainability.

JERRY MESHACH J

PRINCIPAL ARCHITECT, DWELLION, CHENNAI

PRIORITIZING FUNCTIONALITY WITHOUT NEGLECTING THE AESTHETICS IS MY DESIGN MOTTO

My passion for architecture has helped me excel in my career. When I envision my projects taking form, it gives me the motivation to keep working and designing better buildings. Futuristic designs which stand the test of time is my approach to any design. Understanding the ergonomics of the user, without compromising on social planning is very important. Having our own execution company and manufacturing unit has further helped me study the nuances of any project.

DESIGN SPACES CATERING TO THE “NEW NORMAL”

As architects, it is our responsibility to design spaces catering to the “new normal”. A shift in the normal design strategies is much needed. Architects and interior designers need to walk the fine line between openness and privacy. Small changes in the public infrastructure can build trust with people and help them resume their day to day activities.



THE PIANO RESIDENCE

The design concept for the musical legend A.R Rahman intends to interpret the form, structure, and working of a grand piano in the architectural language. The parts of a piano like, pedals, stool and the piano keys are mimicked in the residence design. Sprawling Zen gardens and a large outdoor swimming pool are incorporated into the landscape.

The spaces are uniquely carved because of the angular roof resembling the open piano lid and the partial glass roof. Curvy walls in the interior dissolves the distinction between open and semi-open spaces.



The free-flowing curved walls change the spatial character of the residence while, the angular rigid lines hold a completely gallant character. This brings out

the varying rhythm of music notes spatially in the house. This ever-changing form all over the residential space animates the fourth dimension in the house.

KAJAL GUPTA & ANAND KURUDI

PARTNERS, STUDIO MOTLEY. BENGALURU

TOGETHER THE YOUNG ARCHITECTS BRING IN THE RIGHT BLEND OF INTERNATIONAL EXPERIENCE AND LOCAL EXPERTISE IN DESIGN.



As an architect and an urban planner, Kajal Gupta has a keen interest in the role that architecture plays in shaping our cities. It is imperative that she looks at buildings in their larger contexts, so that they plug into the existing infrastructure and urban context and are not a burden to the city. Prof. Anand Kurudi is committed to sustainable practices with an emphasis on passive design solutions to respond to local climate conditions.

BE MORE SENSITIVE TO THE ENVIRONMENT

In Studio Motley, we ensure that each project is human and context centric, combining international experience and understanding of the site along with all its complex parameters. Hopefully, the coming years will see architects and designers trying to be more sensitive to the environment and our natural resources. For us this would be about building sensibly (rather than aim for ratings) and rooting our designs in its geographical and cultural context.



HOUSE OF EARTH AND STONE, BENGALURU

Located on the outskirts of Bengaluru and flanked by eucalyptus groves towards the south and low-lying tree cover on the other sides, the house is intended as a private weekend retreat. The one-and-a-half-acre site will be used for farming and the house will have a modest footprint. The generous verandas wrapping around the house allow for large gatherings as well as an engagement

with the outdoors.

The program is resolved into two rectangular volumes, one with primary living areas and the other containing service areas, staggered to create verandas, entrances and courts between them. Taking a cue from traditional construction systems, the building attempts to be sensible and yet engage with all the senses.

KRITTIKA AGARWAL

LEAD ARCHITECT, SUSTAINABLE ARCHITECTURE FOR EARTH, SHILLONG

RETHINKING AND INNOVATING THE CURRENT BUILDING CONSTRUCTION SYSTEM IN NORTH-EAST INDIA

Driven by the passion to witness change, Krittika strives towards investigating the human habitats and evolution of the natural environment. Her firm is dedicated to responding to the rising environmental concerns of our planet and is oriented towards innovation in building technology to create a sustainable living space. Her extensive research in timber construction, sees potential in the local building techniques of north-east India and values working with the local artisans and craftspeople to go as local and as ecological as possible.

ARCHITECTS HAVE A RESPONSIBILITY TOWARDS THE ENVIRONMENT

There has been a distinct evolution in architecture to meet the demands of the post pandemic era and the environmental crisis. The spatial planning now needs to cater to live-work-play significantly affecting the lives of urban dwellers. In parallel, the building materials and construction technology are rapidly advancing to sustainable solutions



AANGAN: THE COURTYARD HOUSE, GUWAHATI

The key element of the apartment design is the spatial arrangement revolving around

the natural green courtyards. There has been a constant attempt to make conscious choices and adapt passive strategies in the design process. The large windows

allows daylight and provide cross-ventilation through the living areas. The courtyards are placed on the southern side to ensure adequate sunlight hours for the healthy growth of grass and trees. These courtyards are technically green roofs located on the 2nd and 3rd floor of the building.

Further, an attempt has been made to promote the use of local timber and timber based products in interior works to reduce the environmental footprint. We worked with local artisans. Handmade carpets have been used and the ceiling of the prayer room features miniature hand paintings by the artisans of Mandawa,

KUMPAL VAID

FOUNDER & DESIGN PRINCIPAL, PURPLE BACKYARD, MUMBAI



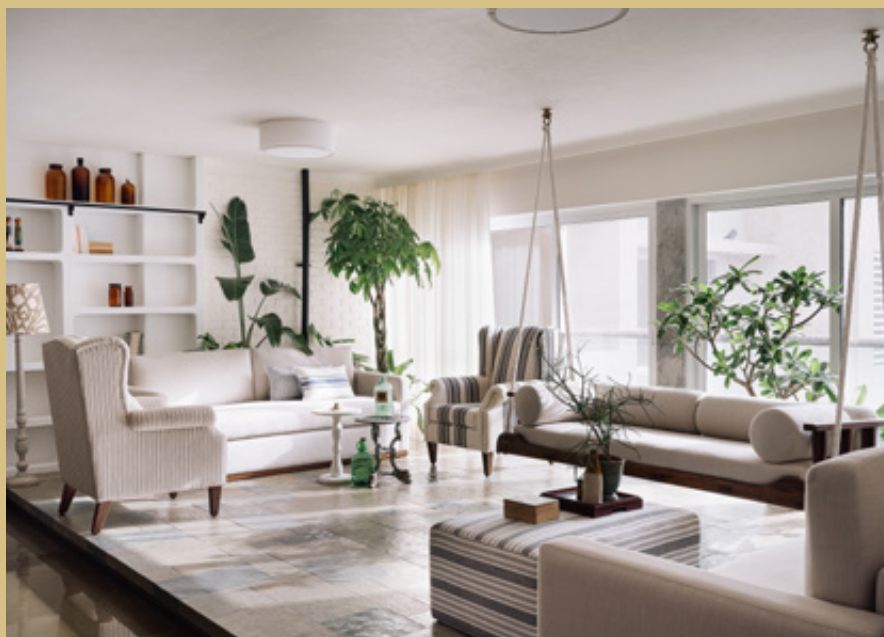
An ideology Kumpal lives by is of - “constant learning and unlearning”. Her vision is to evolve through design while exploring sustainable solutions to execute them. Her fascination of minimal layering coupled with a play of refreshing materials has resulted in the creation of a unique identity of art that is visible in all her projects. She takes pride in sticking to her design roots, whilst incorporating client needs through workshops and consultations with vendor-partners and grass root level artisans, to create divergent thinking solutions.

LIVE CONSCIOUSLY WHILE COLIVING

We have entered a phase where we are living consciously while coliving, co-sharing and still finding space and time for personal work and activities that earlier belonged in the outside world. Conversations that were not happening earlier in the design spectrum— about how spaces can be low maintenance, environment-friendly, surfaces that are anti-bacterial and ways to incorporate more greens inside homes— are now more prevalent.

SHIBUI HOUSE, MUMBAI

Nestled on the fifteenth floor of a skyscraper, the Japanese concept of Shibui has been juxtaposed with the idea of blurring the line between the outdoors and indoors and has been rooted in the Indian context through the use of locally available materials. This does not translate into one specific aesthetic but, creates a zen-like space that appears lived-in rather than staged. The key aspect was to achieve a space that embodies the idea of conscious living. This has been done through the use of organic fabrics, textures, and finishes with a wide range



of greens in a way that the outdoors ebb and flow into the interior space. The idea was to design a home that

will grow and adapt to the clients' ever-changing needs rather than provide them with a static space.

MITU MATHUR

DIRECTOR, GPM ARCHITECTS & PLANNERS, NEW DELHI

AS A DESIGNER MY WORK IS GUIDED BY THE PHILOSOPHY — PEOPLE, PROCESS AND PASSION.



I believe that passion and story are the most important factors behind every design as it carves a unique identity for itself. I also have a strong passion for creating meaningful solutions relevant to today's times that has led our practice to explore the current notions of architectural development and deliver innovative solutions for a dynamic urban environment.

BUILDINGS SHOULD BE DESIGNED TO ADAPT & EVOLVE

Today, with the unpredictability of future needs and lifestyles, there is a constant anticipation of how building spaces will be designed. With innovations and increasing levels of comfort, transformation in the way of living has become very common. Hence, buildings should be designed to adapt, evolve and change with time.

DEFENCE OFFICE COMPLEXES, NEW DELHI

The Defence Office Complexes are designed to relocate the existing defence establishments and accommodate around 7,000 officials from the Ministry of Defence and the Armed Forces. The new complexes are state-of-the-art and energy-efficient, with comprehensive security management measures, providing modern, secure, and functional working spaces.

Completed in 12 months during the pandemic, the project has saved significant time and resources with its quick construction. Not only was the project completed in a record time during the pandemic, but it also provided employment opportunities to many labourers who had lost



their jobs due to lockdown restrictions on construction sites.

As a CPWD certified Green building, the design utilises resource-efficient green technology. One of the defining features is the use of new and sustainable construction

technology called LGSF (Light gauge steel frame). Planning the building blocks ensured no existing trees were cut on-site. Additionally, a combination of evergreen, deciduous, flowering trees were planted to provide shade and enhance air quality.

MOHIT CHORDIA

FOUNDER, OCUBE ARCHITECTS, JAIPUR

MOHIT LEADS A YOUNG TEAM OF ARCHITECTS AND INTERIOR DESIGNERS TRYING TO ACHIEVE OUT OF THE BOX DESIGNS.

Architect. Mohit Chordia founded Ocube Architects in 2017 after his post-graduation in Advanced Architecture from IAAC, Barcelona. Ocube Architects (Obscure-Orthodox- Originators) as the name suggests, the firm's vision is to practice Advanced Architecture camouflaging along with the vernacular needs of the space and client. The firm has completed and done high-end interior and architecture-based projects practicing its design philosophy to client's satisfaction.

NEED TO RETHINK OUR DESIGN STRATEGIES

As we shift toward the "New Normal", We as architects and designers need to rethink our design strategies, like using more smart and advanced technology for construction, focusing more on the use of public spaces, according to the new regulations and creating more intimate and private spaces as compared to the previously open and vast spaces.



STARDUST CAFE, JAIPUR

Jaipur in the past few years has developed a culture of rooftop dining with its fantastic city views. Basic

requirements framed out to us were a Disc of 100 people, fine dining area, Lounge area, Separate Bar counter, Live Kitchen, and Live Band spaces. The site was

located in a prime location of New Jaipur on a newly constructed commercial building, we were given its terrace on the 11th floor.

Dining with the Stars - was the main Agenda to achieve. The design concept was fluidity of spaces, creating self-inviting and interactive spaces keeping in mind the design principles of symmetry, axis, hierarchy, and balance. The site was basically zoned in two areas, the first part as lounge seating, with semi-shaded dynamic canopies and the second part developed in two levels to capture the 360-degree view of the city, covered with floral giant canopies.

MONISH KUMAR SIRIPURAPU

FOUNDER AND PRINCIPAL ARCHITECT, ANT STUDIO, NEW DELHI

THE PURPOSE OF OUR ENTERPRISE IS TO BE ABLE TO DESIGN THE EXPERIENCE AND SCULPT THE SPACES THAT GENERATE THE DESIRED EXPERIENCE.

Monish Kumar Siripurapu works at the confluence of Art, Nature, and Technology (ANT). He heads a team that's principally involved in research on the application of biomimicry, where art literally imitates life. Natural phenomena inspires his designs which, in turn, translate into civil projects that are sustainable, economical, aesthetically pleasing and environmentally benign.

THE NEW ARCHITECTURE SHOULD BE MORE ENVIRONMENT-CENTRIC

If we look at the current scenario, we've seen how a single pandemic can affect the life and people around us. The new architecture, in my opinion, should be praised for something that is more environment centric and close to nature which can thus lead to a healthy and sustainable life. I believe, what will be the new normal, is to build spaces around health and well-being and everything else will become secondary.



ANAHAT FARMS, NOIDA

A meandering volume, rising from the ground to spiral around a grounded block - Anahat Farms is a distinct experimental fusion of futuristic and local architectural styles. Utilising computational and experimental techniques, we were able to align the vernacular of Indian architecture with the new language of fluidity that seeks to break the limits of architectural achievements. The form flows through its functional aspects and weaves around the existing building, featuring openings and courtyards allowing nature to percolate through.



"A building should be truthful." Laurie Baker's words align perfectly with how we felt while designing Anahat Farms. The design intervention embraces the beauty of

materials left untouched. The final form is both open to the environment while being private to the residents and realises pockets of intimacy within the open natural setting.

PRASHANT PARADAVA & SHIVANGI PARADAVA



FOUNDER - PRINCIPAL ARCHITECT & FOUNDER - PRINCIPAL INTERIOR DESIGNER, PDC ARCHITECTS, AHMEDABAD

WE DESIGN TO EVOLVE, EVOLVE TO DISCOVER AND DISCOVER TO CREATE.

We see ourselves as designers who envisions the workings of any design proposal prior to it being made. For us, design is a participatory and an exploratory process, a process of research and refinement. Design of any project begins with a spontaneous response to the site, its geography and the brief.

IMPORTANCE OF ANTICIPATIVE PLANNING HAS BEEN ACTIVATED

To see things new again, strange and marvellous, requires our most adventurous areas of imagination. With the home becoming our safe haven amid the crisis, the importance of good design and anticipative planning has been activated. Design briefs consists not of the production of a building with a functional structure, but of the implementation of its formal properties and usage.

RAJYASH REGIUS, AHMEDABAD

Rajyash Regius is visioned as a high-end luxurious apartment building at Bopal, Ahmedabad. The architectural style is Neoclassical and reflects elegance and heritage with a subtle dash of modernity.

Characters like grand scale volume, simple geometric forms and dramatic columns are introduced with a contemporary outlook which enhances the overall language of the design. The design planning strategy was to give maximum central space for common amenities, resulting into placement of all the building blocks at the periphery. A holistic approach was taken wherein the ground level was allotted for visitors



parking and basic amenities; duplex type apartments at podium level connecting all 10 blocks in the campus and also penthouses.

The landscape has been designed based on the theme

of Balinese architecture that is integrated within the built-mass. It directs you in the building creating a vista from all the different angles which provides a calm and relaxing ambience.

PRANAV NAIK AND SHWETA CHHATPAR

FOUNDERS, STUDIO POMEGRANATE, MUMBAI

WE CONTINUALLY REFINE OUR DESIGN PROCESS TO HONE THE SKILLSETS OF EVERYONE INVOLVED IN OUR PROJECTS



We strive to discover the meaning in design, the desire to serve our community, sharing knowledge and experience and understanding the power of new software applications. Environmental appropriateness is an underlying theme in everything we do. Sustainable design is the basis for decision making in our projects, from orientation, material selections, and systems options, to understanding the entire life cycle of the building so that it can adapt as programs change.

NOTHING IS EVER NORMAL AND NEW IS ALWAYS EVOLVING

The world is always improving, and humans are forever focussing on the negatives. In the case of the Covid-19 induced lockdowns the planet had a chance to take a breath, but now humanity is back with a bang- building bigger, which is not better. However, there is a certain bias set in for the local, and for a life that is extraordinary within itself. This is leading to architecture that is less flamboyant, and more thoughtful.

MUMBAI MILE, LOWER PAREL

The studio has been working with a group of users under the banner of "Mumbai Mile" to make safe and efficient use of every publicly accessible space and provide comfortable passage to everyone who comes to Lower Parel. This is being done with the redesign and recalibration of footpaths, crossings, public transport outlets, public conveniences, and other amenities; with the support of local users, commercial establishments, local governance, law enforcement, and others in a Public-Private partnership with the common goal of improving the urban quality of life.

Studio Pomegranate opened the conversation for public spaces with the Pedestrian Walkway at Prabhadevi; and has been involved in working towards improving use-conditions for everyone in the city.



RHEA MEHTA

FOUNDER, RHEA MEHTA DESIGN, MUMBAI

WE AIM TO ADD VALUE TO SPACES WITH OUR PRODUCTS
BY CREATING UNIQUE EXPERIENCES.

We create unique handcrafted luxury products customised for our clients. We are always looking to push boundaries with material and their limits to create new possibilities. Through my journey, I have lit up spaces for nationally and internationally acclaimed architects and designers, celebrities, reputed hotel chains and many more creating large scale lighting installations ranging from 5 feet to 100 feet. Also creating the second largest installation in the country.

PEOPLE'S ATTITUDES TOWARDS DESIGN HAS CHANGED

The new normal has heightened the awareness of our surroundings and how we interact with it. This especially has changed people's attitudes when it comes to design and art within architecture as well. One of the changes includes lots of customisations. It includes people realising that they need their spaces and the products, as an extension of themselves and their personality. Instead of going for only larger than life pieces, people have started looking out for aesthetically customised pieces that are exclusive and represent them.



AABH FOR TAJ AHMEDABAD

Inspired by the Ghagra and Odhani of the Navaratri festival, we customised a 35 feet metal sculpture for Hotel Taj, drawing inspiration from the folds created by the breath-taking Ghagras of the Gujarati women.

The 35 feet metal installation is designed to welcome guests and bring in the essence of the city of Ahmedabad. Being a two way sculpture it adorns the architectural facade of the hotel as well as the interiors.

The Abhla work that is



peculiar to the garment is depicted by the spherical convex mirrors which reflect light and create unique illusions

in the piece. The embroidery on the Ghagra is depicted by Three Lakh Fifty Thousand intricately hand sewn crystals.

RICHA BAHL

PRINCIPAL DESIGNER AT RICHA BAHL DESIGN STUDIO, MUMBAI

I BEGAN MY CAREER IN ADVERTISING AND DISCOVERED MY PASSION FOR INTERIOR DESIGN AND ARCHITECTURE AND SINCE THEN IT'S NEVER BEEN A BAD DAY AT WORK.

I enjoy creating spaces that are distinctive and reflect the personality of my clients along with mine and my signature elements. I create spaces which evoke emotions, make you feel comfortable and bring back a memory. The world is getting smaller and our tastes and liking could be from various parts of the world including India, the spaces should have a personality and should be personal. I like the space to have a soul and tell a story. Inside a room, I want to feel the drama.

IT HAS BEEN A FAST CHANGE OF KEEPING UP!

The new normal is to live well - whether it's your home or office space. Who would have thought it would take a pandemic to make people realise the importance of living in a good environment. Mind-sets have also changed in terms of materials such as virus free surfaces and products which have cleanliness, safety and sustainability as the key elements.



ARTVEDA, MUMBAI

This space is designed for the mind, body, and spirit. The optimum use of natural light, materials fabrics and bringing the outside mood of sea line into the house, transports you to an emotional positive space. The use of art in various forms and principles of 'Veda' creates a sense of peace and prosperity without comprising on luxury aspect.

Inspired by its ethereal environment, the sea and the trees, this house has spirituality with balance in life. The design aesthetic, the choice of natural materials, the color palate and the natural greens are all working in union and aim to calm your over active and anxious minds.



RIYA PATEL

ASSOCIATE, PEI COBB FREED & PARTNERS ARCHITECTS, INDIA | NEW YORK
FOR MY PROJECTS ACROSS INDIA AND OVERSEAS I HAVE ALWAYS ENDEAVORED TO FIND NEW FORMS OF PUBLIC ENGAGEMENT.



As an architect with an inclination for analytical design thinking & data-science, I see my process as less of a fixed stylistic language, but more as a set of values I try to incorporate with each project that I undertake. For my projects across India as well as overseas, I have always endeavored to find new forms of public engagement by integrating natural systems into the built environment and incorporating a people-first approach to spatial experiences.

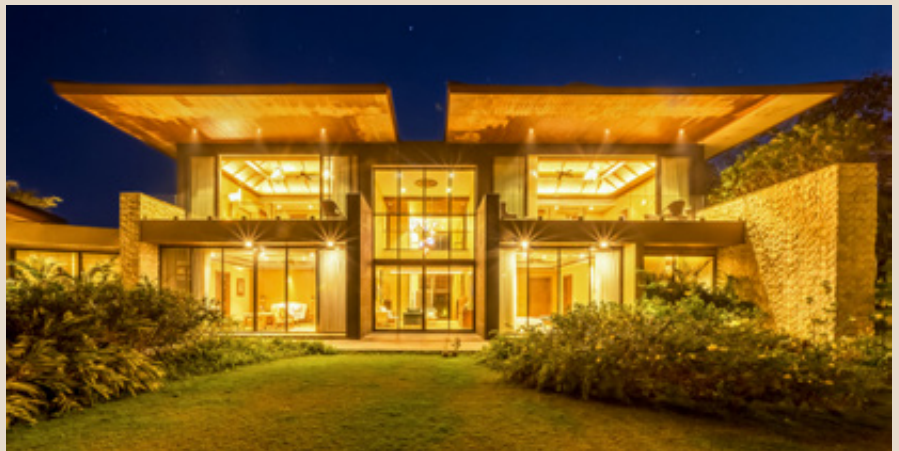
FOCUS IS NOW ON EXPERIENTIAL VALUE OF SPACES

High-performance & responsible real estate are no longer slug words for future research but a reality that has met designers in the face of disruption. As a WELL design professional, I'm embracing the focus that has re-emphasized the experiential value of spaces elevated through design, prioritized on wellness-rooted inhabitant experiences.

VILLA SENANG, ALIBAUG

This project is a true piece of passion for tech-led design, contextual-anthros, organic-materiality and global best-practices in design. Whilst staying true to its larger-than-life experiential essence and Balinese design nativity, the overarching design ambition has been to deliver a vibe that resonates with “de-stressing” amidst “resort-like” close to nature habitats, and a dominant emphasis on nature-inspired material-palettes.

The brief-nurturing workshops with the client were primarily VR driven, with real-world immersive-ness to every design decision. Incorporating VR brought alive



the living experience for the client by actually indulging in the passiveness of the earthy Bali-inspired ambience and intimacy with nature-nestled spaces seamlessly blending the indoors with the outdoors,

they desired.

As an architect, this project has been about living the perfect dream of pouring in the best of everything in crafting a luxurious-getaway-home.

SAKSHI JAIN

CO-FOUNDER, THE DESIGN CHARRETTE, INDORE

A DESIGN CHARRETTE IN A LITERAL SENSE IS AN INTENSE PERIOD OF DESIGN OR PLANNING ACTIVITY. AS THE NAME SUGGESTS WE BELIEVE IN COLLABORATION



I had always been fascinated by the concept of ideas being transformed into reality. Hoping to build on my imagination one day, I chose to pursue architecture. As a designer, I am inclined to the philosophy of function following form and feel it's important to understand the difference between functionality and concept in a design. While functionality is a must and is derived from requirements, concept brings in the aesthetics and adds uniqueness to a structure. Every design should be a balance of both.

DESIGNS SHOULD BE ADAPTIVE AND INCLUSIVE

With the changing scenarios and given the recent situation, it's vital that designs be more adaptive and inclusive. Spaces need to be designed not just as a mere place to stay but in a way that they enhance your experiences and help you unwind too. A space should reflect the personality of its owners and should be in harmony with its surroundings. As designers we should ensure that design should serve as a way of integrating the aptitudes and interests of the client with functionality, innovative ideas and sustainability.

MINDRUBY TECHNOLOGIES, CRYSTAL IT PARK, INDORE

The client wanted to build one single office space for various sectors they participate in, a vibrant space yet having a formal environment. To break the conventional workplace appearance, we used open ceilings and pop colours to accentuate partitions, workstations and carpets in employee areas. Finishes and designs vary in different spaces of the workplace based on its user to achieve privacy requirements and to aid their hierarchical setup. Shapes and diagonals introduced in design are a reflection of the creative energy of the setup.



SHWETA KAW

PRINCIPAL, STUDIO MERAKI, NOIDA

A MINIMALIST AT HEART, YET WITH A VERY STRONG FOOTHOLD IN PERFORMANCE-BASED BUILDING DESIGN.



Deep rooted in the principles of Cognitive Architecture & Biophilic design and a strong connection with human psychology and its intrinsic correlation to the spaces we dwell in, my fundamental design thinking spotlights on human physiological and psychological comfort. The intention is to aim for building happy and healthy spaces by paying attention to psychological & physiological comfort of occupiers and hence garnering less distress levels in our society.

DESIGN SENSES NEED TO BE SHARPENED TO ENSURE OCCUPANT WELLBEING

The architectural and interior design senses need to be sharpened for an elevated standard of hygiene and occupant wellbeing. Also, the pandemic has changed the way we think, act, live and socialize, hence the changes in the demand cycle need to be addressed with equally articulate and sensitive solutions.

HOTEL RAMA TRIDENT, KATRA, J&K

The forty room Hotel Rama Trident in Katra (J&K) is the first sustainable hotel in that area. Katra, being a small religious town in northern India is not much aware of the greener principles of life and in general an ecological way of living. This hotel, being a landmark in that area in the boutique hotel segment impacted the locals in their overall approach and mindset towards energy saving and importance of building in an organized and sustainable fashion.

The strikingly different facade from the regular boxed



arrangement of windows, features a louvered façade and a day lit building that creates an extensive play of light and shade, some protection from the direct glare as well as adds

to the quality of the space while, screening the views of the street. The design also incorporates terrace gardens at each floor as the visual connect to the greenery.

URVI SHAH

FOUNDER & PRINCIPAL ARCHITECT, TRAANSPACE, VADODARA

SHAH'S FIRM ATTEMPTS TO RESPOND TO THE CONTEXT AND BLUR THE BOUNDARIES BETWEEN ARCHITECTURE AND LANDSCAPE TO CREATE WHOLESOME DESIGNS WITH A NATURAL EXPERIENCE.



Urvi Shah believes in experimenting beyond conventionalism yet deriving an output which is very functional and minimal. Her interest lays in exploring fresh ideas by permeating into the details of functionality well balanced with aesthetics. Her firm thrives by experimenting beyond conventionalism and constantly pushing its limits. They explore the possibilities in building unusual illustrations in architecture on a very simple note.

FUTURE OF DESIGN IS GOING BACK TO THE PAST OF DESIGN

Suffering from epidemics and pandemics is new to our time and our contemporary experience but not new to the history of humankind. For me the new normal is going back in time, responding to context and achieving a more natural experience. All in all, for me the future of design is actually going back to the past of design.

THE YELLOW BOX, VADODARA

The site is a tight plot with 1050 sqft built-up in a densely woven grocery market of Vadodara, Gujarat. Creating a double-height area responds to the space crunch and the façade in grey and yellow is bold yet minimalistic presenting a contrast to the chaotic surroundings. Reflective of the spice business of the client, the overall design concept draws inspiration from Indian characters.

The ideas of arches, the colour yellow of turmeric, Jaisalmer flooring, the material palette of lime plaster and the wooden-bamboo wicker furniture were used to develop a language which is modern, minimalistic and yet has essence of Indian culture. Metal structure combined with metal arches was introduced to respond to the space crunch. The interior is in sync with the exterior. Play of natural light sets the correct ambience.



VISHESH KHETAWAT & VEDIKA TULSIYAN

CO-FOUNDERS, TRUNKSPACE DESIGN, MUMBAI

WE BELIEVE UNDERSTANDING THE CORE OF A GIVEN SPACE IS THE POINT OF FERTILITY, AIDING IN BALANCED BRANCHING OF THE ESSENTIALS INTO SUBTLE FORMS.

The duo Vedika and Vishesh, architects by education, take pride in high attention to detail and utility. Vishesh Khetawat's personal and professional life is all about attention to detail and manoeuvring to find perfection. Having worked with products and intricate details, past experiences have made Vedika Tulsiyan resourceful in exploring new materials and techniques. Elements they introduce are a reflection of the provided brief along with their own

touch of detailed nuances helping in amplifying the area.

PROGRESSIVE DESIGN MODIFIES WITH NEW REQUIREMENTS

"What goes up must come down", we believe it works the other way around as well and so the advantages that the "new normal" can bring to design are innumerable. So we may not like to term it as "new design" but "progressive design" which modifies with the new requirements of the user.



HOUSE OF GREY MATTER, MUMBAI

The residence is reminder that a home needs to meld functionality with comfort. Most pivotally, the spaces need to be emblematic of what the homeowners hold closest to their hearts as dwelling indoors took on a newfound meaning!

The design brief was one that hinted at a contemporary luxury residence that embodied the qualities of large, open-hearted spaces effused with light, maximised storage, and a tangibly stated demeanour. Grey as a hue assumed centre stage, posing as a humble yet impactful common design and visual denominator.

It was the aspect of detail-orientation in every nook of this home that was crucial and it came together with its pared-down yet elevated aesthetic which stitched together the ethos of the house – 'Powerhouse of thought; little things that matter'



You can't sell
anything if you
can't tell
anything!
- Beth Comstock

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**SPECIAL
FEATURE**

THE EXHILARATING JOURNEY OF **FIVE** **YEARS OF** ANAROCK

ANUJ PURI SET UP ANAROCK PROPERTY CONSULTANTS IN 2017. FIVE YEARS LATER, IT IS THE LARGEST INDEPENDENT RESIDENTIAL AGENCY WITH 14 OFFICES ACROSS INDIA AND PRESENCE IN UAE. IN CONVERSATION WITH SAPNA SRIVASTAVA HE BRIEFS ON THE INDUSTRY EXPERIENCES, TRANSFORMATIONS AND THE GROWTH OF THE ORGANIZATION.

Five years back, Anuj Puri launched Anarock Property Consultants in keeping with the changes in Indian real estate scenario after the introduction of RERA in 2016. It opened doors for professional and organized firms, to foray in the sector and bridge the gap between the developer and the end-customer, with trust and transparency.

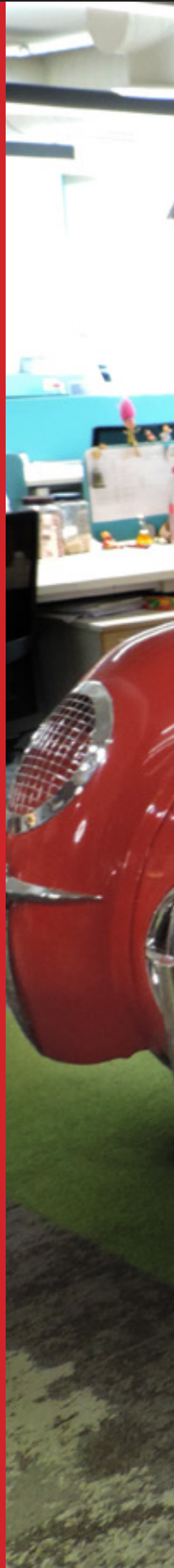
HOW HAS BEEN THE ANAROCK JOURNEY SINCE ITS INCEPTION?

Initially, developers had apprehensions given the lack of ethics and transparency in the industry. It was largely Grade B developers that we on-boarded as clients. However with the company's strong footing on the four pillars of ethics, integrity, trust and transparency, we started gaining interest from Grade A developers as well. The real boost came in 2020 with the onset of the pandemic as large developers outsourced their specific projects to Anarock.

Additionally, as the current homebuyers are millennial, we went big on digital and have

invested nearly 150 Crores on our tech platform. It is a proprietary tech with inbuilt mechanism of preventing any data theft or leakage. The unique aspect of this in-house technology platform is that it has been scaled up for multiple geographies.

During the pandemic, Anarock investment platform saw many developers approaching us for getting debt as gaining equity was not possible at that time. We completed a lot of deals on capital markets that came to us on debt. Come September 2020, the entire discussion changed to equity investments. The pandemic had slowed down and especially the foreign investors were confident of the India's economic recovery in a short time. We also turned from debt towards equity investments. From 2021 onwards Anarock also started implementing large land transactions as big developers began planning new projects and buying land. The dialogue had now shifted from what was once debt requirement to equity investment and now land buying.





WHAT WAS THE STRATEGY BEHIND ACQUISITIONS IN VARIOUS SERVICE VERTICALS?

We consider all hooks for real estate firms, starting from land acquisition, funding, project consulting & evaluation, project management and so on. To fulfil these needs we have tied up with the best in the industry such as MACE, London for project management, ApnaComplex for society management, MyHQ to provide hyperlocal co-working spaces, space solutions and so on.. We are also working on a home exchange platform where one can exchange old home with a new home like Cars24 app. Our strategy has been to integrate all verticals and give client whatever he needs from Anarock pool of services.

WHAT WERE THE MAJOR CHANGES SEEN IN RESIDENTIAL REALTY MARKET MARKET?

In 2017, the Indian realty market transformed on account of RERA and Demonetization. Moreover, we estimated that the sector will soon hit the up cycle having reached the bottom end of down cycle in past few years. However, the down cycle extended for another two years and we saw the actual rise of real estate market in 2020.

The residential sector has also gone through a lot of consolidation and maturing. I would compare it to 1995 when I started Chesterton Meghraj and the commercial real estate went through a similar transformation and became an organized segment. The exclusive mandate route became a norm in office property selling. We are now seeing the preference for similar exclusive mandate rather than open listing in residential real estate.

Another transformation has been of homebuyer's getting younger. Buyers investing in property today are in their late 20's, they are tech savvy and prefer digital mode of communication and transaction.

WHAT'S YOUR OUTLOOK FOR THE INDUSTRY, THE POSITIVES AND THE NEGATIVES?

The two biggest roadblocks for the industry currently are the supply chain disruption and high construction material costs. But hopefully these should be short term negative impacts of the Russia Ukraine war. If the inflation persists that will be a worrisome scenario. The developers do not have the margins to absorb price rise and the buyers do not have the



THE VISION FOR ANAROCK FOR NEXT 5 YEARS

We would continue to focus on customer experience, continue to grow geographically and further expand our service portfolio to industrial, warehousing and data centres. I believe there is a lot of talent in Prop-tech segment, but the start-ups are struggling on three counts - not able to scale up due to lack of industry connect, lack of investment or the promoter has got wary because the firm is not progressing. So, we will be investing in those start-ups where the product is very good but due to various reasons, the company is struggling. Finally, in next five years the plan is to take the company public and announce an IPO.

Anuj Puri, Chairman, Anarock Group

financial bandwidth to afford costly property.

There are a lot of positives to look forward. The real estate sector is definitely becoming a very mature industry. Good quality builders and corporate are entering the sector. The projects are now being launched only after thorough market research and feasibility study. The rise of technology, regulatory framework and professionalism are the sure signs of the arrival of this industry.

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GUJARAT REALTY POISED FOR PROGRESS

GUJARAT REAL ESTATE HAS REBOUNDED, PROPELLED BY THE COMMERCIAL REAL ESTATE SUCCESS STORY AND THE CONSISTENT INFRASTRUCTURE DEVELOPMENT ACROSS THE STATE.

The real estate leaders of the state deliberated on the emerging trends and the foreseeable challenges in the real estate of Gujarat and were unanimous that while real estate market is booming, certain government policy changes could give further impetus to the sector and the customer confidence.

Ravin Bhojani, Senior Director- Advisory & Transaction Services, CBRE remarked, "There has been a major shift in real estate demand in Gujarat from residential to new asset classes. While, homebuyers are choosing premium residence, there is a growing demand for Grade A commercial spaces and industrial parks. Our research reports indicate an upward curve in the housing sale projections driven by overall development in the state. More than 70,000 units were sold in the first quarter of 2022 and sales continue to increase."

Adding further **Kamal Singal, Managing Director & CEO, Arvind Smartspaces** expressed, "A great momentum in the residential sector in cities like Ahmedabad, Bengaluru and Pune has been observed. Luxury segment especially is doing phenomenally well. The shifting of businesses from other states to Gujarat sector also augurs well in terms of



(L-R) Ravin Bhojani, Abhishek Bhutani, Kamal Singal, Paras Pandit, Pavan Bakeri, Viral J. Shah, Yash Shah

job creation and boosting real estate demand. Builders must strategize well to keep this momentum up by using digital means for enhanced customer experience and simplifying the process of buying and selling. Given the changing times and consumer requirements, we need to strengthen our research to deliver products as per market demand."

Abhishek Bhutani, MD Ahmedabad & Industrial, Cushman & Wakefield added, "Warehouse leasing has significantly picked up momentum in Gujarat. The industrial real estate demand too has seen a bounce back with Gujarat becoming a preferred market for manufacturing occupiers with leasing spread across all submarkets evenly.

ACCORDING TO THE ESTIMATES BY GIRED-CREDAI, AT LEAST 50 NEW COMMERCIAL PROJECTS ARE BEING LAUNCHED IN AHMEDABAD, THIS IS EXPECTED TO ADD AT LEAST 80 LAKH SQUARE FEET OF COMMERCIAL SPACE IN THE CITY, WITH INVESTMENTS TO THE TUNE OF RS 5,000 CRORE.



THE COMING YEARS ARE EXPECTED TO SEE MORE GROWTH COURTESY, STATE'S FOCUS ON INFRASTRUCTURE DEVELOPMENT AND NEW HOUSING SUPPLY BY CITY-BASED DEVELOPERS PLANNED IN BOTH AFFORDABLE AND LUXURY CATEGORIES.

With upgraded lifestyles and shifts in buying patterns, homegrown capital investments are sketching a favorable ecosystem. Capital investment are on an upward trend. The next stage is all about newer developments in the commercial, residential and other realty asset classes.”

Paras Pandit, Chairman Managing Director, Sheetal Infrastructure said, “Demand across the three housing segments of affordable, mid-income and luxury in the state have seen a radical leap in the figures post pandemic. Higher investment trend in the luxury homes category is setting a new record for Gujarat realty. In addition, with infrastructure connectivity increasing, more micro markets are seeing real estate growth and demand.”

Pavan Bakeri, Managing Director, Bakeri Group expressed his views, “Given the economic growth and presence of employment generating sectors, people from other states have been migrating to cities of Gujarat. This has resulted in an upward graph in terms of real estate investments. In the residential segment, the impact of increasing interest rates has not been much of a deterrent and sales have been consistent. What has emerged as the new demand from buyers is the eco-friendly buildings across residential and commercial segment.”

Yash Shah, Founder & CEO, The Address elaborating on the commercial real estate mentioned, “There are enough

opportunities for real estate players to co-exist and grow in a city like Ahmedabad that is fueling the development of Gujarat. Retail and office space occupiers are looking for flexible options and investors are thinking of good ROI on their investments, both of which are now available in Ahmedabad. The future of data centers in Gujarat too appears promising.”

According to **Viral J. Shah, Secretary – CREDAI Ahmedabad GIHED**, “With hardly any new launches during the lockdown, the stock of older commercial properties is getting allocated in a standardized fashion. The rising construction cost is likely to push up the real estate prices at least by three to five percent. But, looking at the significantly large investment figures in Gujarat in the recent past, I believe that this region is poised to grow at ten percent for the next three years. Wise and timely expansion plans in a city like Ahmedabad will especially drive the commercial sector in the state.”

REGION FOCUS



(L-R) Anup Shah, Anand Choksi, Deep Vadodaria, Ishan Patel, Sharvil Shridhar, Tarun Varma

UPBEAT CONSUMER CONFIDENCE AND CONDUCTIVE GOVERNMENT POLICIES HAVE EXPEDITED THE CURRENT REAL ESTATE SALES PERFORMANCE METRICS IN GUJARAT ACROSS ALL HOUSING SEGMENTS

Gujarat housing market showcased a steady and strong progression even during the pandemic years and continues to perform better than many other cities. **Anup Shah Head – Transactions Ahmedabad, JLL** remarked, “The increase in residential sales during the pandemic and till date is absolutely connected to the government incentives that revived the market sentiment. Moreover, with the drastic shift in the buying pattern for bigger homes, the housing segment has witnessed an upward trajectory.”

Sharvil Shridhar, Group Co-Founder, A. Shridhar Group averred that the rising urbanisation and the psychology behind home ownership has driven sales for residential units in the preceding two years. “The pertinent questions today is whether affordable housing is still affordable? Construction is not getting any cheaper, this is why we are seeing a considerable decline in new affordable project launches from reputed developers. However, a loyal base of end consumers is keeping the gusto alive for development projects with upgraded demands, thus

fuelling the mid-income and luxury housing.

Ishan Patel, Director, Branding & Communication, Suryam Developers talking about second homes said, “A desire for a sanctuary away from the city’s hustle has invigorated home buyers to shift their focus towards satellite towns. Pandemic induced emotions have triggered the change in behavioral patterns. Distance is no more a concern because of better connectivity and road infrastructure.”

Anand Choksi, Chairman and Managing Director, The Real Estate CONNECT shared his views, “With the FSI rates shooting up, land prices not declining, and the unmoved price of the finished product, a Catch-22 situation is affecting the developers. In spite of the challenges, Gujarat housing in general has seen a drastic rise in sales post pandemic.”

Tarun Varma, Co-Founder Partner Swagat Group added, “The twin cities of Ahmedabad and Gandhinagar are witnessing a realty boom and the heightened investor interest is clearly an indicator of a strong future for Gujarat



GUJARAT RESIDENTIAL SALES ON AN UPWARD CURVE

THE EXPERT'S CONCURRED THAT THE RBI'S DECISION TO HIKE THE BENCHMARK INTEREST RATE WILL MAKE HOME LOANS COSTLIER AND DAMPEN THE HOUSING SALES IN AFFORDABLE AND MID-INCOME HOUSING SEGMENT.

reality. There has also been a hike in the property prices, but the impact has been minimal on consumer interest."

According to **Deep Vadodaria, CEO, Nila spaces Limited**, GIFT will remain an attractive investment destination for years to come. "GIFT is a world city. Infrastructural advancement, accelerated employment opportunities and availability of amenities are legit reasons for people to consider for higher returns on investments."

CURRENT MARKET SENTIMENTS

According to Tarun Varma the home loan interest rate impacts the initial stages of realty sales and may not have a prolonged negative impact on sales. Also, buyer's choice

has changed from bungalows to high rises in Gujarat."

Sharvil Shridhar was of the view, "A reduction in home loan interest rates should be considered to benefit affordable and mid-income housing buyers. Taller buildings need a higher construction budget, additional floor space index and rationally longer deadlines. There is a demand for height and we wish to build a new skyline for our cities."

Ishan Patel shared, "There is an oversupply of high rises in Ahmedabad due to fierce competition. Construction timelines are definitely higher so part possessions are a solution. Also, easy loan approvals will encourage home buyers to invest in property."

Deep Vadodaria opined, "We have observed that the first time home buyers are less sensitive to interest rates and their decisions are rather affected by other vital factors. Furthermore, there is an obvious fascination for heights today. Construction of taller structures can take four to five years and consumers have to get used to such timelines."

Anand Choksi explained, "Interest rates and real estate are inversely proportional. The demand cycle and favorable government policies ensure the well-being of the realty sector in turn supporting all the other sectors. Also, the cityscape of Gujarat is upgrading with the preference for high rises."

Anup Shah concluded. "Affordability remains high and we do not see any major impact on the demand side in Gujarat housing market. With inflation cooling down, the interest rates too are expected to come down. The new township schemes coming in will further open up more land for development in Gujarat."

DRAWING
BOARDSMART & SUSTAINABLE:
BUILDING CITIES
“FOR THE PEOPLE”

THE PANDEMIC HAS AMPLIFIED THE UNDERLYING STRUCTURAL INEQUITIES ACROSS CITIES. AMIDST THIS CRISIS OF CONGESTION & OVER URBANIZATION, OUR CITIES ARE BIDDING FOR A GREENER AND A LIVABLE FUTURE

Government is aiming for smart and planned growth through 100 smart cities but, what often gets overlooked is that cities should be designed for the people who live there. As **Jayesh Hariyani, Chairman & Managing Director, INI Design Studio** rightly remarked, “We are invariably bombarded with words like smart and sustainable these days but it is important to first understand the true essence of these words to have a productive conversation.”

N K. Patel, Founder- Director, Sun Builders stated, “By 2050 half of the global population is going to turn urban. Urban means city and cities are always attractive for their

job and growth opportunities. Thus migration or urban explosion is inevitable and we must walk the talk while we address the theme of sustainability in shaping a safer, more livable and economically viable cities.”

Yatin Pandya, Founder & Principal Architect, FootprintsEarth mentioned, “There are two ways to go about it, one is to go by projection and the second one is to reverse the projection. We are not going to sustain if it’s only about the cities. That’s why we must relocate and rebalance resources to arrive at a more balanced, sustainable and manageable structure. The prime concern is how do we improve the quality of life across



(L-R) Jayesh Hariyani, Kamlesh Bellani, N K Patel, Prashant Parmar, Sameer Sinha, Yatin Pandya

communities? For planned growth we need to strengthen the intermediate cities, redistribute the density thereby creating efficient distribution of public spaces and services. Make these smaller pockets stronger and self-reliant.”

Sameer Sinha, Director, Savvy Group said, “Unfortunately or fortunately GDP exists in the cities. The cities offer economics, and a promise for a better life. These are chief driving factors behind migration. The problem with India is that a lot is dependent on town planning. There is seldom any engagement between the government and the citizens. These are complex issues but cities are a reality that we can’t overlook.”

Ar. Prashant Parmar, Founder & Principal, Shayona Consultant concurred, “Rural dwellers migrate to the cities with an aspiration to live a more convenient life. There are pros and cons attached to this theory of movement from villages to bigger towns. Coming years will definitely see more migrants settling in cities and urbanization will remain a blatant truth.”

SMART DENSITY PLANNING IS REQUIRED TO RETHINK URBAN TRANSFORMATIONS IN TERMS OF SOCIO-SPATIAL QUALITY OF INHABITANTS. SINCE HOUSING IS A CONDITION MORE THAN A SHELTER, CREATING LIVABLE RESIDENTIAL AREAS IS A CRUCIAL ISSUE.

INTERMEDIARY CITIES ARE SMALL AND MID-SIZED SETTLEMENTS OR AGGLOMERATIONS THAT CONNECT METROPOLITAN AND RURAL AREAS. INSTEAD OF MAKING FEW MEGA CITIES INTERMEDIARY CITIES SHOULD BE ENABLED WITH INFRASTRUCTURE AND ECONOMIC OPPORTUNITIES TO ABSORB THE RISING POPULATION.

Kamlesh Bellani, Director, Rushabh Group added, “When we talk about smart cities, we mean self-sufficient establishments wherein the resources are utilized in an optimized way. Sustainability is nurtured by an enriching urban setup. Smart and responsible citizens make a smarter city. Educating people about the value of natural resources augments the city life.”

WHAT MAKES A CITY A LIVABLE CITY?

Yatin Pandya commented “Smart city has to be self-sufficient, offer infrastructure and be inclusive, endorsing equality for all citizens. Urban farming and renewable energy can add value to the community.”

Sameer Sinha asserted, “I am not in favor of the title ‘smart city’. I would rather call it a friendly city or an inclusive city. Technology is just a small component of it. There is a more dominant human factor attached to it.”

According to **Ar. Prashant Parmar** Smart and sustainable must work in harmony to respond to housing needs and rapid urbanization in cities.

N. K. Patel said, “A city which optimally utilizes local natural resources for the betterment of the inhabitants is a true smart city in my opinion. A city that promotes healthier ideas of water conservation, food waste management, transport solutions etc. is a good city.”

Kamlesh Bellani shared, “Everyone has a role to play, right from the architects and authorities to industries, builders and citizens. Goal is to identify the challenges of a city and deal with them sensibly.”

Jayesh Hariyani agreed, “Smart city is the one which wishes to learn from its mistakes and improve efficiency and productivity to fabricate a conducive environment for its citizens.”



FINANCE STRATEGIES RETHINKING LAST MILE FUNDING

GUJARAT'S INVESTOR FRIENDLY REGULATORY POLICIES AND THE EXUBERANT REAL ESTATE MARKET ARE ENSURING FUND AVAILABILITY FOR THE INDUSTRY PLAYERS AND MORE OPPORTUNITIES FOR THE INVESTORS.

Despite the pandemic, the residential real estate market in Gujarat has remained steady with minimal number of stalled projects. The commercial segment as well has gained momentum over the last year with companies looking to expand in tier 2 cities such as Ahmedabad.

Piyush Gupta, Managing Director - Capital Markets and Investment Services India, Colliers remarked that Gujarat realty is drawing large investments for both commercial and residential sectors in the state. "Real estate sector has undergone positive structural changes and performance indicators reflect strong come back across the residential, office, industrial and logistics sector."

Amit Bhagat, CEO & MD, ASK Property Investment Advisors Pvt. Ltd. expressed that real estate players are creating opportunities from capital. Explaining further he added, "With stricter regulations, banks are now primarily focused on lending working capital or construction finance. Capital allocation in this sector is the biggest challenge today especially when sales are slow. However, Gujarat has seen minimum number of stressed projects as most developers here are good at managing cash flows."

Nilay Patel, Director / Partner, Deep Group Of Companies added, "Developers in Gujarat have about 20%



(L-R) Piyush Gupta, Amit Bhagat, Amit Goenka, Anuranjan Mohnot, Nilay Patel, Rocky Israni

of the land fund as a down payment in their pockets. Trust factor within Gujarat is so high across the channel partners, developers, buyers and investors that every player in the market has their own financier group to manage their working capital."

Amit Goenka, MD & CEO, Nisus Finance stated, "Typically 18 to 20 billion dollars of FDI has been delegated to commercial real estate and some to warehousing. The amount of money in circulation or available for real estate is significantly large. Ahmedabad has been one of the big beneficiaries of these investments. With the existing global capital available, real estate industry of Gujarat should be more futuristic and envisage large scale projects, find the right partners and attract large private equity funding."

Anuranjan Mohnot, Co-Founder & MD, Gruhas & Lumos Alternate Investment Advisors Private Limited said, “The developers in Ahmedabad follow the traditional way of funding and have their own equity in their projects. The developer’s focus on pre sales ensures that the construction cost is taken care of and last mile funding is available. In addition, the state has a better record in terms of approvals, minimizing construction delays. Only when it comes to corporate governances, things have to improve for a market like Gujarat.”

Rocky Israni, Founder & Managing Director, Pacifica Companies agreed, “If Gujarat real estate market needs to

in residential and if it can't then I would rather stick to credit or structure.”

Nilay Patel concurred, “It is unviable for anyone to put their money into equity for residential. Gujarat is a very safe destination, if one puts money in debt and can easily get it back from the market.”

Amit Bhagat said, “If there is governance and everything is in check, I would definitely bid on equity investing in Gujarat real estate. We need growth capital to match debts thus pushing the need for equity further. Cycles are getting shorter now so we will be back to low yields and equity.”



GUJARAT REAL ESTATE MARKET HAS WITNESSED AN INCREASE IN CAPITAL VALUES FOR RESIDENTIAL AND COMMERCIAL PROPERTIES OWING TO THE SURGING DEMAND AMONG HOMEBUYERS AND BUSINESSES.

mature, we need to have better corporate governance and stop violating the regulatory processes and decrease cash component in transactions as is the practice with many industry players especially in smaller cities of the state. Such diversions are a deterrent for an investment cycle and investor confidence.”

EQUITY INVESTMENTS SCENARIO

The residential sector is witnessing tailwinds amid a significant rebound in sales momentum after a turbulent spell since the NBFC crisis in 2018, followed by the pandemic.

Amit Goenka shared, “I am not a fan of equity investments, I don't think real estate can provide multiples

Rocky Israni affirmed, “Equity is expensive for developers and turns them complacent. Structured debt is what is replacing the conventional debt. It is advisable for cities like Ahmedabad to choose structured debt as it is a better product for developers in this city.”

As per **Anuranjan Mohnot**, “A lot of developers are now preferring equity even if it is expensive compared to debt, especially if it indicates positive graphs. So there is a huge demand. Equity is advisable in a growth phase because growth will need equity.”

BRAND SYNC

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Q&A

BUILDING TOGETHER QUALITY SOLUTIONS

**HIMANSHU AGRAWAL, PRESIDENT,
TIKI TAR DANOSA INDIA PVT LTD SHARES
THE REASONS, THE COMPANY IS A PARTNER
OF CHOICE FOR REALTY, INFRASTRUCTURE,
AIRPORTS, METRO RAILS, TUNNELS AND
BUILDINGS IN INDIAN SUBCONTINENT.**



WHAT ARE THE USPs OF THE COMPANY?

TIKI TAR DANOSA India is an Indo-Spanish JV, specializing in Waterproofing, Acoustics, Thermal and Drainage solutions. The company operates in the brand name of 'TIKIDAN'. Highest quality and sustainability are the two major pillars of our business growth. More than 100 years' of combined experience, iconic projects worldwide and technology innovation are the few unique value proposition we share. Moreover, our aim is to provide holistic solutions that are environment friendly, fast and easy to install, reduce energy consumption, are recyclable and have low carbon footprint which are evidenced by investing in EPDs and Green certifications.

WHAT ARE THE INNOVATIONS THAT THE JV WITH DANOSA BRINGS TO THE INDIAN MARKET?

The strategic JV between the two companies happened in 2012. With investments and efforts from both the companies, TIKIDAN prides itself with the largest manufacturing facility in south East Asia situated at Gujarat, India. The sustainable manufacturing set up is in line with the 'Make in India'. With DANOSA's world class manufacturing facilities in Spain, Portugal, Morocco and

**WITH MAJOR FOCUS ON INNOVATING
SUSTAINABLE SOLUTIONS, WE
BELIEVE IN 'PROVIDING SOLUTION'
RATHER THAN A 'PRODUCT'.**

UK, we are able to serve India through quality solutions, global experience and international references. The state-of-the-art R&D facility in Spain, helps the JV bring pioneering solutions in Waterproofing, Acoustics and Thermal Insulation to the Indian construction industry.

WHAT ARE SOME OF THE LATEST PRODUCTS INTRODUCED BY THE COMPANY?

TIKIDAN has introduced a complete range of waterproofing products from basement to roof. From the time tested bituminous membranes to liquid applied PU and Acrylic chemicals, we provide all types of pre-formed membranes like HDPE, PVC membranes. The Acoustic products include XPS boards for Thermal insulation, a truly green product as these are manufactured without Ozone depleting potential gases like CFCs, HFCs and HCFCs.

SALES &
MARKETING

DIGITAL MARKETING

THE CRAFT OF MAKING THE MOST OF ONLINE PRESENCE

THE TIME-FRAMES ARE GETTING SHORTER AND SCREENS ARE GETTING SMALLER. BRANDS TODAY HAVE A MATTER OF SECONDS TO CAPTURE CUSTOMER'S ATTENTION.

Creating a brand new narrative for the traditional real estate industry requires connecting the three dots of content, media, and technology. The experts discussed various creative strategies to engage audiences and recommend not looking at digital strategy as just a world of metrics and short-term thinking.

According to **Fanindra Jain, Founder and Digital Creative Head, Shreyansh Innovations**, "Real estate is a well thought out purchase, and a brand must set a humane approach with a combination of three primary objectives - awareness, penetration, and remarketing for a campaign. The creative around these digital vantage points should be true to the platform and objective because you are dealing with a dynamic consumer base on social media. When content goes viral, it creates an impact. Humanizing aspects,

adding emotions, and creating something memorable has been key for any communication plan for decades. One must extend digital

DURING THE TIME OF PANDEMIC, REALTY DEVELOPERS WITNESSED ACCELERATED SALE FOR WHICH THE HUGE SHARE OF CREDIT GOES TO DIGITAL MARKETING WHICH PLAYED A PIVOTAL ROLE IN TURNING THE TABLES FOR BRANDS DURING THE LOCKDOWN.

storytelling to an engaging format to build creative solutions for the audience."

Srinivasan Subramanian, Executive Director, Concept Ambience quips, "Establish an empathy marketing budget and lend your end consumers a dream full of happy images. Make them feel special about their decision. The pandemic was beneficial for the digital marketing space and the trend is here to stay. We must support the newness."

Mukesh Bharadwaj, Co- Founder and CEO, Oyemarketer shared his experience about tracking the progress and return on investment on digital platforms, "An ever transitional scope in digital marketing makes it easier for both parties. 10X ROI was not a big deal few years ago. But with growing competition, the increase in ROI from 5x to 10x is significant. So,



FANINDRA JAIN



SRINIVASAN SUBRAMANIAN



MUKESH BHARADWAJ



ANKIT SARAF



GOVIND RAI



SAMRAT TIWARI

if we are running a campaign and something isn't right, we can change things in 15 days. However, we should allow ourselves a bracket of three months for effective SEO activation. At the moment channel partners and builders must work hand in hand to accentuate promotions and sales. Real Estate market is oversaturated and competition is fierce. Powerful content is the way to amplify customer experience. I believe content is the future."

Ankit Saraf, Founder, Meraqi Digital, added further, "There is no one-size-fits-all solution for brands and their products or services. Unlearning and recreating ideas are essential. So, we must be inclusive as well as open to change whatever is redundant. To be honest, there can be varied strategies one can employ for a particular brand. Tailor-made campaigns for specific brands is a palatable option. An eclectic mix of data, technology and content is bound to create memorable brand experiences."

Talking about return on investment (ROI), **Govind Rai, Co-Founder - Insomniacs, Blueprint, RealtyX**, shared, "We want to focus more on the ROI side. In real estate the thumb rule of 1: 50 is basic and we have to give a 50x return on every one rupee that the client spends. The purchase contracts sum up to basically 2% of the acquisition costs for inventory that we are selling. There are four data points in the expansive realty industry- one is the lead, second is return on calls and data formation, third is site visits

UNDERSTANDING CONSUMER BEHAVIORAL PATTERNS CAN SAVE BOTH MARKETERS AND BRANDS FROM SQUANDERING TIME AND MONEY. CONTENT AND COMMUNICATION MUST BE AUDIENCE DRIVEN.

and reviews, and the fourth point is the final purchase. Tweaking the technology and offerings to suit the mandate business and continuously making the journey better is a brand new take on the business model which earlier was dependent on developers. Mandate agencies are the future come what may. Consistent content driven method is a great way to steer in today's fleeting times. This is only a start for the digital space in the frenzied realty business."

Samrat Tiwari, Director, Webzoo emphasized on choosing scalable technology which supports businesses online to reboot and refresh whenever deemed essential. Your website is your digital office and you must keep adding to the same for an upgrade. Hosting is now in the age of cloud computing. And technology is not saturating anytime soon. Home buying decisions are thoughtful and as marketers we must value that.

SALES & MARKETING

CONTENT MARKETING

POWERFUL IDEAS FOR MEASURABLE BUSINESS STRATEGY

WE HAVE MOVED INTO A NEW ERA OF MARKETING – ONE WHERE THE CREATION OF VALUE THROUGH CONTENT-DRIVEN EXPERIENCES IS THE FOCUS.

Content is ubiquitous and is no longer just a medium of sharing information. It is super conversational and an important cog in the whole marketing machine. The digital experts shared insights on measuring the effectiveness of content, rebooting the business model of content to develop optimal business purpose and focus

Anoop Dixit, Founding Partner & CEO, Cog Culture expressed, “I firmly believe in the term topical these days. The two dominant parts of content building namely creation and consumption are invariably imbued with a deep understanding of behavioural patterns. Content consumerism is a subject of the new world order. Evidences of more and more people shifting to OTT milieu confirms the inclination towards fresher platforms.”

Jaideep Gandhi, Founder, Another Idea, emphasized on having a dialogue with the audience.

“Engaging and invigorating their senses can push the brand story to next level. Real estate brands must vehemently conceptualize for the clients and continue cooperating with creative agencies to accentuate the engagement factor. Brands must churn ‘creatives’ endorsing the humane side of the business for varied digital platforms.”

Manohar GM, Head- Marketing, Geberit India stated that the pandemic has compelled us to rework our plans and goals. “Accepting the importance of agility in decision-making and the way we communicate with our consumers, and the influence of digital tools in our daily scheme of things has strengthened the bond between communicators and the target audience. Concept of online presence has drastically changed in the last two years and we as marketers are adopting methods which add value to the entire experience of the customer.”

INDIA IS A COUNTRY OF VARIETY OF CULTURES AND LANGUAGES. A GENERIC CONTENT IS LOST IN TRANSLATION AND WE CAN ALSO SEE A RISE OF LOCALIZED AND VERNACULAR CONTENT IN DIGITAL MARKETING.

Adding further about the pliable content marketing industry, **Pooja Shetty, Head- Marketing and Communication, Temprite South Asia, The Lubrizol Corporation** stated, “If in today’s world, content is the king then context is the queen.



ANOOP DIXIT



JAIDEEP GANDHI



MANOHAR GM



POOJA SHETTY



SAURABH SAINI



SUNDER VENKETRAMAN

Gone are the days of mundane product sales. One of the interesting trends witnessed today is that of personalization and capturing micro-moments. Almost 80% of brands today believe in building a community around influencer generated content, which actually helps them refine their campaigns in a more interactive fashion."

Saurabh Saini, DGM- Marketing, Havells India commented on consumer evolution and how story and technology are two separate domains to look at under different lights. "One cannot start a brand story without understanding appropriate channels and digital tools. The fast changing buying patterns observed in the last 5 to 6 years are practically overworking the brand managers. But they are biting the bullet. Consumer stories and desires are time bound and ever changing. And content is universal. One must know which route to tread upon."

Sunder Venketraman, Head-Creator and Content Ecosystem, JOSH, explained how marketers fail to understand the diversity of India while conceptualizing content. "We choose to see India and exacerbate the problems by ignoring 'Bharat'. Invoking right emotions can save a brand from criticism. End consumers can scorn your content in three seconds. The struggle is all about knowing the true essence of such diversity."

CONTENT GAINS ENGAGEMENT

Content marketing is not just about being popular, but about making meaningful connections with current and future customers to boost your brand and ROI.

CONTENT MARKETING IS NOT ABOUT DISTRIBUTING INFORMATION. IT IS THE DELIVERY OF VALUABLE CONTENT TO ATTRACT, RETAIN AND CONVERT A CLEARLY DEFINED AUDIENCE.

Anoop Dixit opined, "Content creation should encourage conversation between the brand and the consumers. Luckily, right from agencies to content creators and influencers, a band full of innovative minds are challenging the traditional standpoints and shaping new customer journeys using content strategy."

Jaideep Gandhi pointed out, "Tell the audience what they want to hear. Begin your digital story only after you have understood the demographics." **Manohar GM** endorsed the idea of user-centric brand perspectives majorly revolving around the realities of emotional connect."

According to **Pooja Shetty**, "Contemporary ways of the digital game are changing expectations and broadening aspirations. Embrace and empathize with the target audience." **Saurabh Saini** asserted, "Storytelling in line with a brand's ideology through commerce enabled digital tools is the winning factor today." **Sunder Venketraman** believes, "There are content creators everywhere, on Instagram, on Facebook and this trend can be utilized by the digital marketers."

SALES &
MARKETING

LEAD GENERATION

ART & SCIENCE OF
CONVERTING OPPORTUNITIES
INTO SALES

CONSUMERS TODAY ARE MORE DEMANDING THAN EVER BEFORE, EXPECTING CUSTOM-TAILORED EXPERIENCES AND IMMEDIATE ANSWERS TO THEIR QUERIES

The digital marketers discussed marketing role's impact on paid search performance, conversational AI marketing strategy, campaigns integration and structure to bring high Clickthrough rate (CTR).

Ashwinder R. Singh, CEO, Residential- Bhartiya Urban & Bestselling Author highlighted the statistics claiming that in the last 10 years the total advertising budget spent in the digital world increased from 2000 crores to 36,000 crores across industries. "A generous digital spend has been dominant for quite some time. The figures may vary for real estate and other sectors but what we need to underline here is the credibility

of an efficacious internet marketing, which is of top priority today."

Jayesh Rathod, Director, The Guardians Real Estate Advisory explained, "The beauty of digital marketing is, it is performance based and as a player in the real estate mandate business, we set aside advertising budgets of around 2%, essentially using the same for digital and traditional mediums. So the success of digital performance marketing is invariably tied to performance and one only pays when set metrics and business goals are met. Precise and time relevant content can propel the lead generation process in a systematic form."

Arun Anand, Co-Founder, Flow Realty India added, "A realty brand must be creative yet play by the rules. Before forming a marketing strategy for a real estate proposition, build stronger bonds with channel partners, add context to lead generation and form a data process which includes the necessary plug-ins online. Moreover, sourcing, distribution, pre-sales, sales engagement and post-sales, require meticulous care."

Abhishek Jain, Co-founder & MD, Terapact Technologies Pvt. Ltd. asserted, "Turning a potential lead into an authentic sale from scratch is not only time-consuming but also uncertain. Thus, it becomes frugal to

LEAD GENERATION CAN BE BROKEN DOWN INTO SETS OF MARKETING ACTIVITIES CORRESPONDING WITH STAGES OF THE BUYER'S JOURNEY AND MARKETERS NEED TO BUILD A DIGITAL MARKETING STRATEGY THAT PROVIDES VALUE TO THE BUYER THROUGHOUT THAT JOURNEY, GENERATING NOT JUST TRAFFIC BUT QUALIFIED LEADS.


ASHWINDER R. SINGH

JAYESH RATHOD

ARUN ANAND

ABHISHEK JAIN

MANOJ CHELLANI

MOHIT RAMSINGHANI

integrate AI in real estate in the form of personalized chatbots to create an effective sales funnel. Conversational AI driven chatbot can help deliver instant replies to the client queries via any messaging platform, store property listings in business CRM and can facilitate data updating and modifications.”

Manoj Chellani, Chief Sales Officer, Arvind SmartSpaces Ltd emphasized that good leads demand attention and timely response.

“Connect with your leads, and the sooner the better. Constantly assist them on their home buying journey to boost conversion rates. Customer engagement is the key here. Developers need to leverage the digital sources for a stronger CRM.”

Sharing his views on how lead generation works differently for different real estate segments **Dr Mohit Ramsinghani, Chief Sales Officer - Luxury Sales and Marketing, Shapoorji Pallonji Real Estate** said, “Communication changes with a shift in the target audience. Digital marketing, AR and VR may not be so appropriate for affordable or mid-income housing projects. Consumers of luxury residential and even commercial properties are more active online, especially through the use of mobile and tablet devices. Builders must deploy different marketing strategies for different categories.”

FUTURE OF DIGITAL LEAD GENERATION

As per **Arun Anand** digital became prominent in the recent past due to its streamlined tracking abilities. “Every information is at one’s fingertips. Realtors are adopting detailed measures online and the market will only grow further in the future.”

Jayesh Rathod emphasized, “A mandate company is the future that touches almost all vital points for a realty brand. Companies that nurture their leads see 50 percent more sales-ready leads.”

Mohit Ramsinghani averred, “Internet marketing works best because it is interactive and is highly driven by the forces of lifestyle shifts, evolving needs and growing demands.” **Abhishek Jain** affirmed, “Professionals are on a digital-first agenda nowadays. A well-orchestrated 360 degree digital campaign can work beautifully for the sales drive.”

Manoj Chellani said, “Global connectedness, free flow of information and practically a great chunk of population on social media exhorts the very existence of the digital marketing game.” **Ashwinder R. Singh** asserted, “Real estate companies are strategically employing both offline and online channels and performance marketing is playing a very crucial role today. Indeed, digital lead generation is the way forward.”

THE BEST LEAD GENERATION PERFORMANCE COMBINES TIME-TESTED MARKETING TACTICS WITH MULTI-CHANNEL STRATEGY UTILIZING EFFECTIVE DIGITAL ASSETS AND USING COMPELLING CONTENT TO CAPTURE LEADS.

SALES &
MARKETING

SOCIAL MEDIA BRANDING

THINKING BEYOND
THE WAVE FOR A VIRAL
SUCCESS

UNDERSTANDING THE STRATEGIC PERFORMANCE AND THE POTENTIAL EFFECTS OF THE MOST PROMINENT SOCIAL PLATFORMS HAS BECOME ESSENTIAL FOR ORGANIZATIONS.

For marketers, it can be hard to know which social media trends to pay attention to and which ones to ignore. The experts provide their perspectives on macro trends affecting social media advertising, post-pandemic digital consumer behavior and the ways to remain competitive.

According to **David Appasamy, Head of Brand & Strategy, Social Beat**, aligning social media objectives with business goals build better engagement with the audience. "With change in the economic milieu, consumers are in a state of quandary and they are forming cautious financial decisions. Interestingly the marketers are leveraging the powers of social media branding in these ambiguous times and structuring a detailed process to attract customers."

Bharat Dhuppar, Real Estate and Hospitality Consultant, Zuphoria, expressed, "Social

media operates by the word of mouth advertising. Modern day dissemination of messages is aided by organic discussions about brands and philosophies online. Influencer generated content can work wonderfully for image building exercise. For builders or any other professionals, this marketing tool is reasonably good if they understand the utility of it. Responsiveness is

SIMPLY OFFERING INFORMATION VIA SOCIAL MEDIA ISN'T ENOUGH. BRANDS NEED TO BE QUICK AND CONSISTENT WHEN IT COMES TO RESPONDING TO COMMENTS ON A SOCIAL MEDIA PLATFORM.

pivotal for online campaigns."

Jayanta Barua, Head- Marketing Communications, Signature Global believes that social media is evolving and brands are anticipating a brighter future. "Digital lead generation through social media campaigns requires an ecosystem wherein moment marketing leads the way. Creating a unique experience around your real estate brand can be enriching."

Poonam Prahlad, Director, Born Hi Digital stated, "Social media is perplexing yet well- focused, time relevant and rewarding strategy. Especially, for real estate brands, ORM and CRM policies are highly motivated by experiential marketing. Genuine consumer insights ensure the beginning of a functional campaign."

Sairam Ranganathan, National Head, Digital Services, WaveMaker India emphasized, "The lines between brand marketing and performance



DAVID APPASAMY



BHARAT DHUPPAR



JAYANTA BARUA



POONAM PRAHLAD



SAIRAM RANGANATHAN



SUMIT LAKHANI

EXPERIENTIAL MARKETING IS AT THE CORE OF SOCIAL MEDIA BRANDING. REAL ESTATE PLAYERS ARE ENGAGING CUSTOMERS THROUGH BRAND EXPERIENCE AND IN TURN CONVERTING LEADS INTO SALES.

marketing are blurring. Today, social media technically dominates customer choices. Establishing brand awareness, generating relevant leads, improving brand engagement, and focusing on the humane angle are few of the imperatives for social media marketing."

Sumit Lakhani, Chief Marketing Officer, Awfis Space Solutions Private Limited believes in sustainable marketing on social media.

"Meaningful content produced consistently for the end customers can form long term bonds, create communities and cause virtual success. Branding is about storytelling and the digital marketing funnel is no more linear and it changes from one campaign to another.

UNDERSTANDING SOCIAL MEDIA

Bharat Dhuppar said, "Humane engagements and compassionate conversations are the major factors for success of any brand. Social media is a space where everybody is having conversations about everything and if we are not there as part of the conversation we can't shape that conversation about us so it is a great place to influence consumers."

Poonam Prahlad stated, "Social Media is very high on consumer engagement. The leading platforms are triggering global conversations and forming communities exchanging

lot more than earlier. Experience creation is the principal need."

Jayanta Barua added that what has truly worked with respect to real estate marketing is touching the pulse of the aspiring homebuyers with simple yet effective content on social media. The developers must focus on using a mix of marketing approaches."

Sairam Ranganathan agreed, "Social commerce will continue to expand and audience specific content has become mandatory today. Social media is capable of influencing elections, influencing the choice of things that we watch, the choice of things we buy and so on so forth. This makes it interesting and challenging for us as marketers."

Sumit Lakhani mentioned, "It is important for brands to develop deep relationships with their customers in a consistent fashion to create long-term affinity. Running behind a viral success can fool you by the vanity of metrics of number of views, likes, shares and comments without getting into a deep understanding on who they're coming from and how can they contribute to the brand building and business success in a long term."

David Appasamy concluded that simple yet relatable content is at the heart of social media branding and most importantly, one has to customize the communication as per the social media platform.

EVENT



(L-R) Dr. Annurag Batra,
Shri Bhupendrbhai Patel,
Shri Rajendra Trivedi

GUJARAT REALTY SECTOR: CHARTING A SUCCESS STOTY



THE 14TH REALTY+ CONCLAVE & EXCELLENCE AWARDS 2022 GUJARAT WAS A STARLIT OCCASION WITH THE PRESENCE OF SHRI BHUPENDRABHAI PATEL HON'BLE CHIEF MISTER OF GUJARAT AND SHRI RAJENDRA TRIVEDI, HON'BLE MINISTER OF REVENUE, LAW & JUSTICE, DISASTER MANAGEMENT, LEGISLATIVE & PARLIAMENTARY AFFAIRS, GOVERNMENT OF GUJARAT.

The 14th Realty+ Conclave & Excellence Awards – Gujarat 2022, Presented By German TMX, was Powered By Tiki Tar Danosa and Co-Powered By Kavisha Group and Lifestyle Partner was Duravit India Pvt. Ltd., was a power-packed day of discussion forums and felicitations.

The Conclave offered great insights on the current real estate developments in the state. The inaugural address by **Dr. Annurag Batra, Editor-in-Chief & Chairman, exchange4media Group & BusinessWorld Media Group** set the tone of the proceedings of the day as he acknowledged the presence of leaders of Gujarat real estate. “Indian economy is the largest and fastest growing economy in the world and the real estate sector has made a significant contribution in its growth. The Gujarat state has especially been a role model in terms of its infrastructure development that has boosted the real estate as well. One of the most industrialized state of the country is on a progress path and the leaders of the real estate fraternity present here exemplify its success,” he said.

ENLIGHTENING DISCUSSION FORUMS

The first panel discussion of the day was on the topic “**Gujarat Realty Poised for Progress**” and it was moderated by **Ravin Bhojani, Senior Director- Advisory & Transaction Services, CBRE**. The eminent panel of speakers were **Yash Shah**, Founder & CEO, The Address, **Paras Pandit**, CMD, Sheetal Infra, **Abhishek Bhutani**, MD Ahmedabad & Industrial, Cushman & Wakefield, **Pavan Bakeri**, Managing Director, Bakeri Group, **Kamal Singal**, MD & CEO, Arvind Smartspaces and

Viral J. Shah, Hon. Secretary – CREDAI Ahmedabad GIHED. The speakers discussed the demand and supply dynamics of housing, commercial real estate and other emerging asset classes, post covid.

While speaking on sales metrics, the second panel on the theme **“Gujarat Residential Sales on an Upward Curve”** was chaired by **Anup Shah**, Head – Transactions Ahmedabad, JLL. The experts on the panel were **Deep Vadodaria**, CEO, Nila Spaces Limited, **Sharvil Shridhar**, Group Co-Founder, A. Shridhar Group, **Ishan Patel**, Director, Branding & Communication, Suryam Developers, **Tarun Varma**, Co-Founder Partner Swagat Group and **Anand Choksi**, Chairman and Managing Director, The Real Estate CONNECT. The speakers discussed about the sales trends, the technology adoption and the new buyer demands that are going to change the residential realty development scenario in Gujarat.

The third panel **“Finance Strategies: Rethinking Last Mile Funding”** was moderated by **Piyush Gupta**, Managing Director - Capital Markets and Investment Services India, Colliers. The esteemed panelists

were **Amit Goenka**, MD & CEO, Nisus Finance, **Anuranjan Mohnot**, Co-Founder & MD, Gruhas & Lumos Alternate Investment Advisors Private Limited, **Amit Bhagat**, CEO & MD, ASK Property Investment Advisors Pvt. Ltd., **Rocky Israni**, Founder & Managing Director, Pacifica Companies and **Nilay Patel**, Director / Partner, Deep Group Of Companies. Speakers were of the opinion that developers of Gujarat were good at managing their cash flows, but the state does not present large scale development projects for PE funds to come in as investors.

The final conversation of the conclave was on cities where experts talked about **“Smart & Sustainable: Building Cities “For the People”**. Conversation was chaired by **Jayesh Hariyani**, Chairman & Managing Director, INI Design Studio. The speakers were **Sameer Sinha**, Director, Savvy Group, **Kamlesh Bellani**, Director, Rushabh Group, **N K Patel**, Founder Director, Sun Builders, **Ar Prashant Parmar**, Founder & Principal, Shayona Consultant and **Yatin Pandya**, Founder & Principal Architect, FootprintsEarth. The speakers agreed that while urban development is inevitable, we need to find more

sustainable ways of developing our cities not only in scale but also in terms of livability.

CONFLUENCE OF TRIUMPH AND HOPE

The Realty+ Excellence Awards- 2022 Gujarat, a starry affair enlightened by the presence of Honorable Chief Minister of Gujarat, lifted the spirit of the audience. **Dr. Anurag Batra**, greeted **Shri Bhupendrbhai Patel Hon'ble Chief Minister of Gujarat** and presented him a memento of appreciation.

Shri Rajendra Trivedi Hon'ble Minister of Revenue, Law & Justice, Disaster Management, Legislative & Parliamentary Affairs, Government of Gujarat addressed the audience and shared the government's initiatives. He recounted his own experiences and urged the private sector to come forward in building affordable housing, infrastructure and to partner with the government for the holistic development of the state.

The splendid evening concluded with **Dr. Annurag Batra, Shri Bhupendrbhai Patel** and **Shri Rajendra Trivedi** presenting the Realty+ Excellence Awards to the deserving winners.



14TH REALTY+ EXCELLENCE AWARDS JUROR COMMENTS

A JURY OF BIG LEAGUE PROFESSIONALS AFTER CAREFUL DELIBERATIONS CONFERRED THE REALTY+ EXCELLENCE AWARDS. JUDGES SHARE THEIR THOUGHTS ON JUDGING AND MORE



ANUJ PURI, CHAIRMAN, ANAROCK PROPERTY CONSULTANTS

As always, it has been an absolute delight to be one of the members on the esteemed jury for the Realty+ Excellence Awards. These awards recognize consistency, delivery, customer satisfaction and quality and the jury has been very independent in choosing the contestants.



AR. PREM NATH, FOUNDER AND PRINCIPAL ARCHITECT, PREMNATH AND ASSOCIATES INDIA

Various projects highlighting utility of new design ideas, sustainable architecture and use of new technology have been recognized. All my best wishes to the deserving winners.



AMIT GOENKA, MD AND CEO, NISUS FINANCE INVESTMENT

A sheer privilege for me to be a part of the jury. The prestigious Realty+ awards have garnered much popularity for the standards of excellence followed by them.



Ar. REZA KABUL, PRESIDENT, ARK REZA KABUL ARCHITECTS

The pleasure was all mine to be a part of such a distinguished jury for the 14th Realty+ Excellence Awards 2022 – Gujarat. It is a great responsibility to choose the best one and we did our finest, I believe.



VIREN MEHTA, MD, OFFICE SERVICES, GUJARAT COLLIERS

I have been delighted to be a part of this judging panel for the 14th Realty+ Excellence Awards 2022 – Gujarat. It was a difficult task to select the best out of the best!

RESPECTED JURY MEMBERS

ABHISHEK BHUTANI

Managing Director- Ahmedabad, Logistics And Industrial Services, India, Cushman And Wakefield

ALFREDO MUNOZ

Founder and Director, Abiboo Studio

ANURANJAN MOHNOT

Co- Founder and MD, Gruhas and Lumos Alternate Investment Advisors Pvt. Ltd.

ARUN MAHESH BABU

Collector and District Magistrate Rajkot -Gujarat

AVNISH SHARMA

Partner, Khaitan & Co

BHAVIN JAIN

Chief Investment Officer, Ask Property Investment Advisors

BHAVIN THAKKER

Managing Director, Head- Cross Border Tenant Advisory, Savills India

MRIDUL KUMBALATH

Partner Real Estate Acquisition, Development and Land Aggregation, Trilegal

NEERAJ BANSAL

Partner and COO- India Global, KPMG India

PROF. P.S.N. RAO

Director, School of Planning and Architecture

RAJARSHI CHAKRABARTI

Senior Resident Partner and Head Corporate Practice, Kochchar And Co.

RAJESH PRASAD

Senior Executive Director, Head- Business Development, CBRE India

SHRI. RAJKUMAR BENIWAL

Managing Director, Gujarat Urban Development Company Limited

RUSSELL GILCHRIST

Design Director and Principal, Gensler



TRIUMPH FOR THE GUJARAT REAL ESTATE LEADERS

Budget Housing Project of the Year

Sun Builders Group for Sun Shela One

Most Popular Project of the Year

Swati Procon for Swati Parkside And for Non-Metro - Gruham Developers Pvt. Ltd. for Gruham Clublife

Luxury Project of the Year

A. Shridhar Group for Anantara Alpine

AND Sangini Group for Sangini Evoq

Ultra Luxury-Lifestyle Project of the Year

Arvind SmartSpaces Limited for Arvind Uplands AND Suryam Developers for The Banyan - Nesting Luxury

Mixed-Use Project of the Year

Alembic Real Estate for Alembic City

Iconic Project of the Year

Pacifica Companies for Forrest Trails AND Ratnaakar Group for Ratnaakar Nine Square

Second Homes Project of the Year

Paramba Developers for Parambaug

The Institutional Project of the Year

PSP Projects Limited for Student Activity Centre

Design Project of the Year

Pramukh Group for Pramukh Vedanta

Industrial/Warehousing project of the Year

Godwitt Construction Pvt. Ltd. for Soko by Godwitt - Dethan

Mid-Segment Project of the Year

Rajyash Group for Rajyash Rains

Themed project of the Year

Arvind SmartSpaces Limited for Forrester by Arvind AND Dharmadev Infrastructure Limited for N K Anantaya

Commercial Project of the Year

A. Shridhar Group for Athens AND Venus Infrastructure for Stratum @ Venus Grounds

Best Selling Project of the Year

Savinay Properties for Swara Parksquare

Plotted Development of the Year

Sun Builders Group for Sun Solace

Villa Project of the Year

Ratnaakar Group for Aravalli by Ratnaakar AND Swagat Group for Swagat Bagan Ville

Residential Project of the Year

Kavisha Group for The Canvas AND Swagat Group for Swagat Pelican



FRONT-RUNNERS OF THE GUJARAT REAL ESTATE, BUILDING AND CONSTRUCTION SECTOR WERE ACKNOWLEDGED BY THE PANEL OF EMINENT JURY FOR THEIR ACCOMPLISHMENTS AND WERE PRESENTED THE COVETED REALTY+ EXCELLENCE AWARDS - GUJARAT 2022

Residential Complex of the Year

Kavisha Group for Kavisha Atria

Landscape Project of the Year

Residential - Kavisha Group for The Canvas

Developer of the Year - Residential

Adani Realty

Developer of the Year

Commercial - Sun Builders Group

Emerging Developer of the Year

Dharmadev Infrastructure Limited

Excellence in Delivery

Sun Builders Group

Excellence in Customer Service

Sangini Group

Fastest Growing Realty Brand of the Year

Shilp Group

Architectural Firm of the Year

INI Design Studio

Emerging Architectural Firm of the Year

Rushabh Group

Innovative Marketing Concept of the Year

Virtuous Retail VR Surat

Interior Design Firm of the Year

PDC Architects

Best Interior Design - Residential

Armaan Infrastructure for The Waterfall

Best Interior Design - Villa

Brijesh Patel Residence by PDC Architects

Best Interior Design - Commercial

Swati Procon for Swati Clover

Structural Engineering Firm of the Year

Setu Infrastructure

Project/Construction Management Firm of the Year

Rushabh Group

Co-working Leader of the Year

Yash Shah, Founder & CEO, The Address

Marketer to the Year

Lead Magnets

Young Achiever of the Year

Yash Shah, Founder & CEO, The Address

CXO of the Year

Parth Patel, Managing Director, Kavisha Group

JOYOUS THOUGHTS FROM THE WINNERS

**14TH REALTY+ EXCELLENCE AWARDS – GUJARAT 2022 AWARD WINNERS EXPRESS
THEIR HEARTFELT JOY AND VIEWS ON THEIR WINNING STRATEGIES.**



**MUKESH MOTISARIYA
CHAIRMAN, GRUHAM
DEVELOPERS PVT. LTD.**

We feel honored to have received this award under the category of the Most Popular Project of the Year.

Thank you jury and Realty+ for this one of a kind experience. The Realty+ team is doing fine work and we are overjoyed to be a part of this journey.



**AVI SHAH,
MD, RAJYASH GROUP**

Thanks Realty+ and the jury for choosing us under the Mid-Segment Project of the Year segment. This is our fourth Realty+ award for a different category. Almost after two years an award function of this stature has been organized in Gujarat on such a grand level. This award will keep us motivated.



**BHAVIN ADHYARU, Sr.
MANAGER – MARKETING,
VENUS INFRASTRUCTURE &
DEVELOPERS PRIVATE LIMITED**

Thank you Realty+ and exchange4media for this particular opportunity and we feel immensely proud to receive the honor for the Commercial Project of the Year category for our project 'Stratum @ Venus Grounds'. Venus has seen 30 years in the industry and we hope to uphold a great momentum in the future as well.



**SACHIN PATHAK, PARTNER,
SAVINAY DEVELOPERS &
SAVINAY PROPERTIES**

I am truly delighted to receive the Realty+ Best Selling Project of the Year award. Thank you for this

recognition and I give all the credit to my team members and everyone who has been a part of our journey so far. We are building a quality lifestyle for the public of Bhavnagar for them to feel nothing lesser than a metro- city dweller.



**MRUNAL VARMA,
DIRECTOR, SWAGAT GROUP**

It is a great honor to receive the Realty+ Villa Project of the Year award. Every year Realty+ arrives with a new enthusiasm and lends us more dreams and aspirations.



**RIDDHI SHAH, CFO,
GODWITT CONSTRUCTION
PVT. LTD**

Indeed a great feeling of honor to have been awarded the Realty+ Industrial Warehousing Project of the Year award. This is for my team and my family at Godwitt Construction. We will march vehemently towards our goal to create a sustainable warehousing environment in our country.



**VIDIT PUJARA, PARTNER,
PARAMBA DEVELOPERS**

We are grateful to receive the Second Homes Project of the Year award by Realty+. This is a great motivation for our team.



**NIKUL SHAH, ASSOCIATE
DIRECTOR, INI DESIGN
STUDIO**

We are excited to receive the Realty+ Architectural Firm of the Year award and look forward to more such awards. As a design firm, our focus is mainly around urban projects and high rises which are modern yet sustainable. We are looking forward to a range of more interesting and challenging work coming our way in terms of both public and private sector.



**KAMLESH BELLANI,
DIRECTOR, RUSHABH GROUP**

Thanks Realty+ and the eminent jury for the Emerging Architectural Firm of the Year Award. We are honored for our work to have been acknowledged and rewarded in a grand way.



**VIKRANT BHONSLE, CENTRE
HEAD, VIRTUOUS RETAIL,
VR SURAT**

It is an honor to receive the Realty+ Innovative Marketing Concept of the Year award. I feel amazing to share the platform with other members of the real estate fraternity and congratulations to all the other deserving winners. A recognition of this sort brings in a fresh perspective and much invigoration.



**ASHOK AGRAWAL, FOUNDER,
SWATI PROCON**

My heartiest congratulations to the Realty+ team and much gratitude to the jury for giving us the Best Interior Design- Commercial Award. We will keep contributing to the market and paving our way to success.



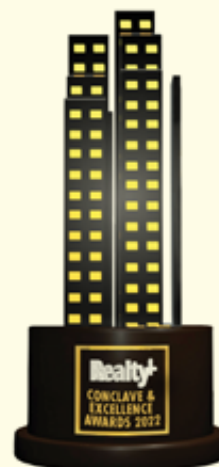
**NIYAT PATEL, PARTNER,
SETU INFRASTRUCTURE**

I feel extremely privileged and thankful to Realty+ and the jury for awarding us Structural Engineering Firm of the Year. We will continue to invest our time and efforts in vertical infrastructure because that will be the future of our cities.



**AKASH TOMAR, DIRECTOR,
LEAD MAGNETS**

I thank Realty+ for recognizing our efforts and bestowing the title of Marketer of the Year to us. All the panel discussions and the awards evening were very well organized. Overall participation was phenomenal and we were delighted to see the entire fraternity today gathered for such an exciting on- ground event. We are growing our network across the country and wish to go beyond the borders of Gujarat.



EVENT

DIGITAL MARKETING SHAPING THE FUTURE OF REAL ESTATE

THE FIRST REALTY+ INDIAN DIGITAL EXCELLENCE AWARDS AND CONCLAVE WITH THE THEME “SCALING NEW HEIGHTS” WAS MARKED BY THE PRESENCE OF THE GURUS OF DIGITAL MARKETING, SETTING A FUTURISTIC TONE FOR THE DIGITAL MARKETING IN REAL ESTATE.

The first Realty+ Indian Digital Excellence Awards (IDEA) and Conclave was a grand two day affair. The Realty+ Indian Digital Conclave held online on May 31, 2022 deliberated on the creative convergence of technology and information that is changing communication and customer engagement across sectors & industries. The evening of June 01, 2022, saw the winners of the coveted Realty+ IDEA awards sashay down the virtual red carpet as they received their felicitations.

THE REALTY+ INDIAN DIGITAL CONCLAVE

The day of knowledge sharing commenced on a high note with an introductory address by **Dr. Annurag Batra**, Editor-in-Chief & Chairman, exchange4media & BusinessWorld Media Group emphasizing on ‘digital-



Dr. Annurag Batra

first’ as the buzzword and Realty+ taking the lead in highlighting the digital transformation. He conferred about the metamorphosis in the real estate industry that is driving the industry players to learn newer strategies to build digital footprint further. He quipped, “Learning & knowledge leads to actions that build enterprises.”

The first-panel discussion on **Digital Marketing: The Craft of Making the Most of Online Presence**

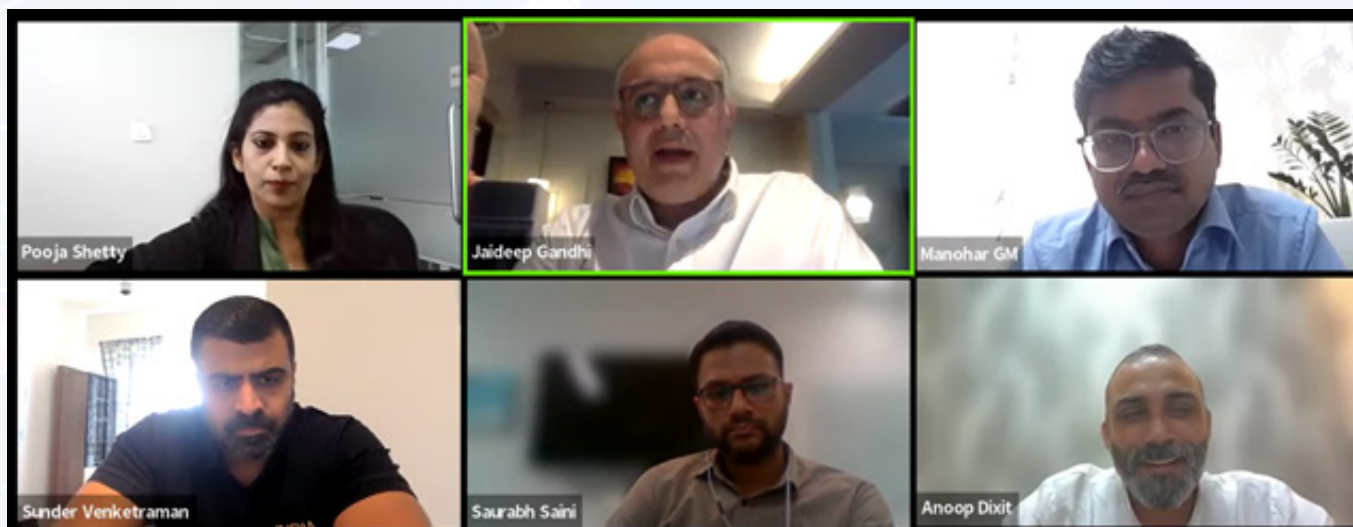
was moderated by **Srinivasan Subramanian**, Executive Director, Konzept Ambience with other experts **Ankit Saraf**, Founder, **Meraqi Digital**, **Fanindra Jain**, Founder and Digital Creative Head, Shreyansh Innovations, **Govind Rai**, Co-Founder - Insomniacs | Blueprint | RealtyX, **Mukesh Bharadwaj**, Co-founder & CEO, Oye Marketor, **Samrat Tiwari**, Director, Webzoo.

The experts spoke at length about the pandemic-induced trends in digital marketing and the new strategies marketers are adopting for a better reach integrating content, media, data, and technology. They also underlined the roles of Google ranking and ROI in digital marketing.

Another pivotal session of the day concentrated on **Content Marketing: Powerful Ideas for Measurable Business Strategy**. The session was chaired by **Anoop Dixit**,



PANEL 1 Digital Marketing: The Craft of Making the Most of Online Presence



PANEL 2 Content Marketing: Powerful Ideas for Measurable Business Strategy

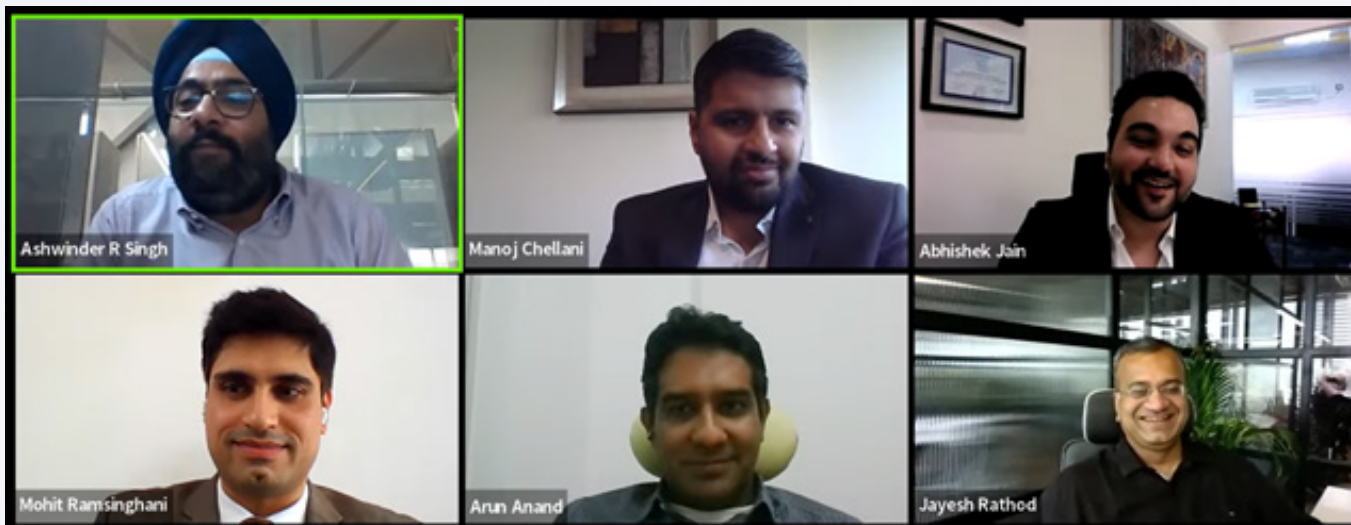
Founding Partner & CEO, Cog Culture and the speakers were **Jaideep Gandhi**, Founder, Another Idea, Honorary Secretary of Advertising Agencies Association of India (AAAI), **Manohar GM**, Head- Marketing, Geberit India, **Pooja Shetty**, Head Marketing and Communication- Temprite, South Asia. **Saurabh Saini**, DGM Marketing, Havells India, **Sunder Venketraman**, Head, Creator and Content Ecosystem, Josh.

The speakers stressed upon the

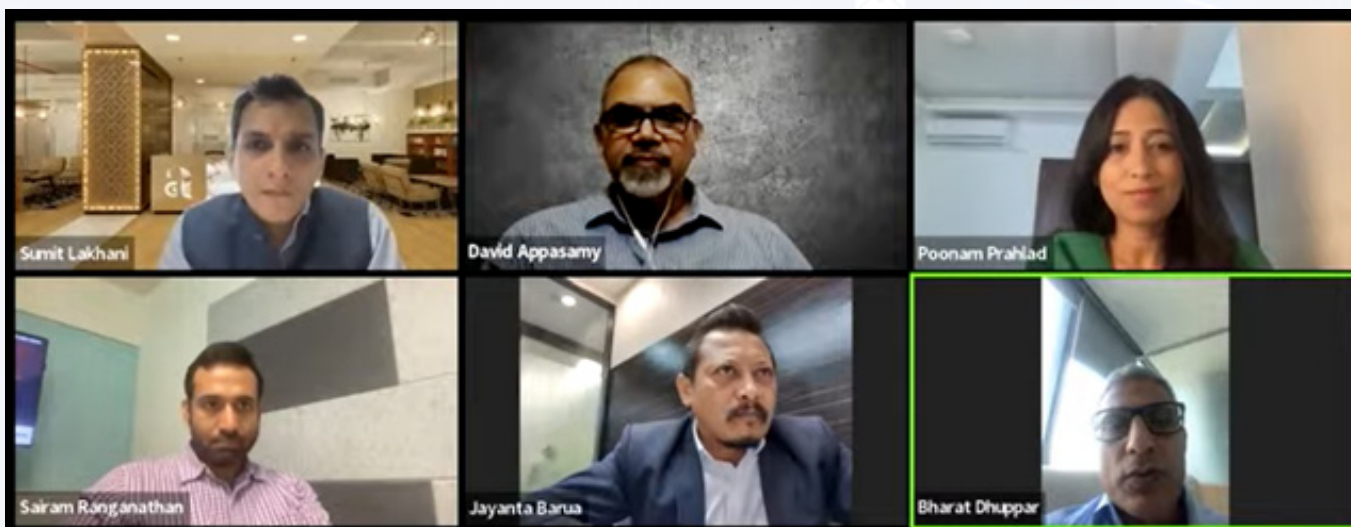
imperative factors of content and context in a successful marketing campaign. Content must be time relevant and relatable to hold the attention of the end consumers. Technology disruptions force digital content makers to adapt and improve.

The third informative discussion of the day on **Lead Generation: Art & Science of Converting Opportunities into Sales** was led by **Ashwinder Singh**, CEO Residential, Bhartiya Urban & Bestselling Author and the

panelists honing this session were **Abhishek Jain**, Co-founder & MD, Terapact, **Arun Anand**, Co-Founder, Flow Realty, **Jayesh Rathod**, Director, The Guardian Real Estate Advisory, **Manoj Chellani**, Chief Sales Officer, Arvind SmartSpaces, **Dr Mohit Ramsinghani**, Chief Sales Officer - Luxury Sales and Marketing, Shapoorji Pallonji Real Estate. They vehemently talked about different methods of lead generation, ways to identify qualified leads, different customer



PANEL 3 Lead Generation: Art & Science of Converting Opportunities into Sales



PANEL 4 Social Media Branding: Thinking Beyond the Wave for a Viral Success

types, and fresh lead generation ideas. They pointed out correctly the pros and cons of conversational AI and its relevance today.

The conclave concluded with the dialogue on **Social Media Branding: Thinking Beyond the Wave for a Viral Success** chaired by **David Appasamy**, Head- Brand & Strategy, Social Beat. The speakers included **Bharat Dhuppar**, Real Estate and Hospitality Consultant, Zuphoria, **Jayanta Barua**, Head of Marketing Communications,

Signature Global, **Poonam Prahlad**, Director, Born Hi Digital, **Sairam Ranganathan**, National Head, Digital services, Wavemaker, **Sumit Lakhani**, Chief Marketing Officer, Awfis Space Solutions Private Limited.

The subject matter experts expounded the vitality of storytelling and content centric engagement at the heart of a successful social media strategy and how efforts in this direction made their brands stand out in the market.

REALTY+ INDIAN DIGITAL EXCELLENCE AWARDS

The Realty+ Indian Digital Excellence Awards (IDEA) evening was no less than a celebration. It was a day of accolades and recognitions for the industry experts in digital marketing across various categories for their exemplary work. The glittering evening saw the stars of digital marketing in real estate descend on the red carpet and share their heartfelt joy.

FELICITATING THE DIGITAL MARKETING MAVENS

REALTY+ FIRST INDIAN DIGITAL EXCELLENCE AWARDS 2022 WINNERS SET INDUSTRY BENCHMARKS WITH THEIR EXTRAORDINARY CREATIONS IN VARIOUS CATEGORIES OF DIGITAL MARKETING.

Realty+ IDEA Integrated Media Campaign of the Year - Real Estate

Trehan IRIS for A Future Built on Legacy

Realty+ IDEA Online Advertising Campaign of the Year for Real Estate - West

Adani Realty for #PateKiBaat AND House of Hiranandani for Castilia Launch

Realty+ IDEA Online Advertising Campaign of the Year for Real Estate - North

Signature Global India Ltd. for Life at Signature Global

Realty+ IDEA Online Advertising Campaign of the Year - Product Brands

Ver Se Innovation Private Limited

Realty+ IDEA Website of the Year Award - North

Central Park

Realty+ IDEA Website of the Year Award - North - West

Kalpataru Limited

Realty+ IDEA Video/TVC Campaign of the Year - Real Estate -North

Signature Global India Ltd for Life at Signature Global

Realty+ IDEA Video/TVC Campaign of the Year - Real Estate -South

Brigade Group for We Make Room

Realty+ IDEA Mobile Advertising Campaign of the Year - Product Brands

Vserv Digital Services Pvt. Ltd. for Nippon Paint

Realty+ IDEA Mobile Marketing Innovation of the Year - Real Estate

S. D. Corporation Pvt. Ltd. for Sarova

Realty+ IDEA Mobile Marketing Innovation of the Year - Product Brands

Lubrizol for #PlumberKaSaathi

Realty+ IDEA Social Media Brand Campaign of the Year - Real Estate

Trehan IRIS for A Future Built on Legacy

Realty+ IDEA Social Media Brand Campaign of the Year - Product Brands

Lingel Windows & Doors Technologies Pvt. Ltd.

Realty+ IDEA Social Media Engagement Campaign of the Year - Real Estate

Oberoi Realty for Sky City

Realty+ IDEA Social Media Engagement Campaign of the Year - Product Brands

Lubrizol for #PlumberKaSaathi

Realty+ IDEA Best E-Newsletter of the Year - Real Estate

Oberoi Realty for Exceptional Women of Oberoi Realty AND IndoSpace Development Management Pvt. Ltd. for IndoSpace Newsletter

Realty+ IDEA Digital Innovation of the Year - Real Estate

Arvind Smart spaces Limited for Arivnd Bel Air - Online Booking Platform

Realty+ IDEA Digital Innovation of the Year - Product Brands

Schindler India Pvt. Ltd. for #NoMoreJugaad

Realty+ IDEA AR/VR Campaign of the Year

VisualHash Technologies for Sensation Hyderabad One

Realty+ IDEA Search and SEO Strategy of the Year

Omaxe Limited

Realty+ IDEA E-Brochure of the Year - Real Estate

IndoSpace Development Management Pvt. Ltd. for IndoSpace E-Brochure

Realty+ IDEA Digital Agency of the Year

BORN HI DIGITAL

Realty+ IDEA Marketer of the Year

Viral Shah, Head - Digital, Arvind Smart Spaces Limited AND
Dr. H. C. Mario Schmidt, Managing Director,
Lingel Windows & Doors Technologies Pvt. Ltd.

THE WINNER TAKES IT ALL

THE WINNERS OF THE FIRST EVER REALTY+ INDIAN DIGITAL EXCELLENCE AWARDS 2022 SHARED THEIR THOUGHTS ON BEING SELECTED BY THE JURY FOR THE PRESTIGIOUS AWARDS.

MIRIAM MACWANA – DGM, MARKETING, BRIGADE GROUP

Heartiest thanks to Realty+ and the jury for awarding us the Realty+ IDEA Video/TVC Campaign of the Year – Real Estate -South'. Much credit goes to our creative partners 'ShotReady Productions' and 'Contract Advertising'. We hope to win again next year.



DHIRAJ KUMAR, VICE PRESIDENT – MARKETING, TREHAN IRIS

I thank Realty+ for initiating the Indian Digital Excellence Awards 2022. We are super excited to receive the Realty+ IDEA award for the Integrated Media Campaign of the year.



AMIT CHAND- HEAD OF MARKETING GUJARAT, ADANI REALTY BRAND CUSTODIAN

On behalf of the entire team at Adani Realty, Gujarat, I am honored to receive the award for the Realty IDEA Online Advertising Campaign of the Year. I would like to thank the team and for the creative support to our Ad agency 'INIT Design' for making possible winning this award.



ABHISHEK SUVARNA SENIOR MARKETING EXECUTIVE, HOUSE OF HIRANANDANI

Team at 'House of Hiranandani' is gratified to receive the Realty+ IDEA Online Advertising Campaign of the Year for Real'. This platform is a great opportunity for the industry to showcase their work.



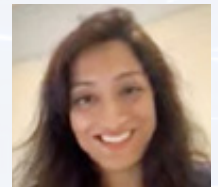
JAYANTA BARUA, HEAD, MARKETING & COMMUNICATIONS, SIGNATURE GLOBAL INDIA LTD.

Really thankful to the jury who has awarded us the IDEA Online Advertising Campaign of the Year for Real Estate – North. Congratulating and thanking my team members, our marketing agencies 'COG Digital' and 'Tree Frogs' for their meticulous contribution to the campaign.



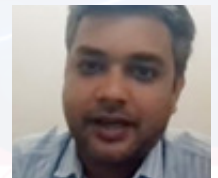
ANTARA CHAKRABORTY, HEAD – MARKETING, CENTRAL PARK

We are elated to have received Realty+ IDEA Website of the Year Award – North. Thanks to my team members and our digital agency COG Digital. A great encouragement for the year ahead.



RITESH PRAKASH, GM – DIGITAL MARKETING, KALPATARU LIMITED

Winning the Realty+ IDEA Website of the Year Award gives us immense pleasure. All our gratitude to Realty+ and the jury for their love and trust. We look forward to winning more such awards in future.



JEFI PRAVEEN, REGIONAL MANAGER, VSERV DIGITAL SERVICES PVT. LTD. TN & KERALA

Extremely delighted to be honored by Realty with Realty+ IDEA award for Mobile Advertising Campaign of the Year – Product Brands. Also, grateful for this opportunity by the squad at Nippon Paint.



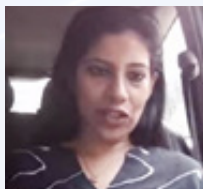
RAJEEB DASH, VP - SALES, MARKETING & CRM, S. D. CORPORATION PVT. LTD

Thank you Realty+ for recognizing us and rewarding our team effort for 'Sarova' with the Realty+ IDEA Mobile Marketing Innovation of the Year title. This is a unique mobile application to integrate our network of customers and channel partners for lead generation and sales.



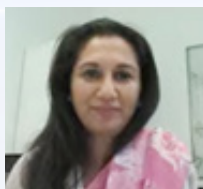
POOJA SHETTY, HEAD MARKETING & COMMUNICATION – TEMPRITE SOUTH ASIA, THE LUBRIZOL CORPORATION

I feel elated and honored receiving the Realty+ IDEA Mobile Marketing Innovation of the Year for our campaign #PlumberKaSaathi. Thank you jury for appreciating our team efforts. This award only motivates us to do more for the community.



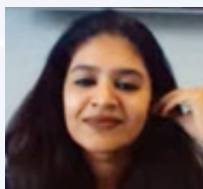
SARINA MENEZES, VICE PRESIDENT – MARKETING & CORPORATE COMMUNICATION, OBEROI REALTY

Oberoi Realty's Skycity is a delightful project and it is a real honor for us to be acknowledged for this. Thank you Realty+ for the Social Media Engagement Campaign of the Year award.



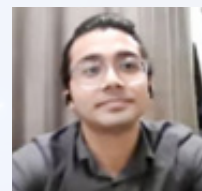
PRIYA MATHIAS, SENIOR VICE PRESIDENT – MARKETING - INDOSPACE DEVELOPMENT MANAGEMENT PVT. LTD.

IndoSpace team is ecstatic to receive the Realty+ IDEA Best E-Newsletter of the Year trophy. A collaborative effort by our agency and our team ensured our victory.



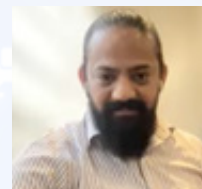
SATYENDRA JAISWAL – MANAGER, MARKETING AND BRAND COMMUNICATION, SCHINDLER INDIA PVT. LTD.

I take immense pleasure in receiving the Realty+ IDEA Digital Innovation of the Year award. As a team, we ensured that the campaign '#NoMoreJugaad' had an extensive reach.



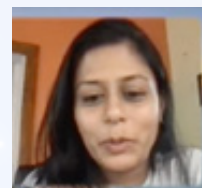
DEEPAK RAWAT, VP – DIGITAL MARKETING, OMAXE LIMITED

We are thrilled to receive the Search and SEO Strategy of the Year award. Really grateful to Realty+ and the jury for the recognition on behalf of the team and our agencies.



SEEMA KOUSHIK, ACCOUNT DIRECTOR - BORN HI DIGITAL

Our agency is spellbound to have received the Realty+ IDEA Digital Agency of the Year accolade. The entire credit goes to the team and our clients who have always given us the liberty to create mindfully.



VIRAL SHAH, HEAD – DIGITAL, ARVIND SMART SPACES LIMITED

I am elated to receive the Marketer of the Year award. It is a feather in our cap and we are thankful to Realty+ and the revered jury for recognizing our efforts and contributions to the industry.



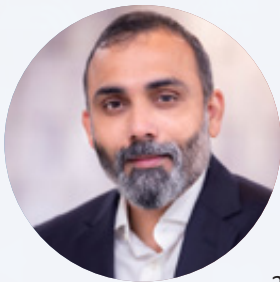
DR. H. C. MARIO SCHMIDT, MANAGING DIRECTOR, LINGEL WINDOWS & DOORS TECHNOLOGIES PVT. LTD.

On behalf of the team at Lingel, I feel exalted to be felicitated as the Marketer of the Year by Realty+ and the judges. We wish to leverage the key digital platforms to stay innovative and interactive for our end users.



REALTY+ IDEA JUDGING VIEWS

THE FIRST REALTY+ INDIAN DIGITAL EXCELLENCE AWARDS (IDEA) 2022 WAS JUDGED BY AN EMINENT PANEL OF THOUGHT LEADERS FROM THE FIELDS OF REAL ESTATE, ADVERTISING AND MARKETING. THE JURY MEMBERS SHARE THEIR VIEWS AND OPINIONS.



ANUP DIXIT, CO-FOUNDER CEO, COG CULTURE

I feel honored to be on the grand jury of the first Realty+ Indian Digital Excellence Awards 2022. I think there couldn't be a better platform than Realty+ to launch such an award. The last two years were really tough for all industries across the country. Technology and innovation resuscitated communication and consumer journey as can be seen in the works submitted by the nominees of this credible awards. Indeed, the recent past has stimulated the industry to think beyond conventional marketing.



VISHAL CHINCHANKAR, CEO, MADISON DIGITAL AND MADISON MEDIA ALPHA

Being a juror of such a credible and prestigious awards is a privilege. I am extremely delighted to be on the esteemed jury panel of the first Realty+ Indian Digital Excellence Awards 2022. My heartfelt congratulations to all the winners this year and wishing them luck for their future endeavors.

THE EMINENT JURY

CHAITANYA SETH

Partner, Consulting-Real Estate, EY India

HIMANSHU ARORA

Co-Founder, Social Panga & The Yellow Shutter

JAIDEEP GANDHI

Founder, Another Idea, Board Of Trustee STACA

KARAN KUMAR

Senior Vice President, DLF Limited

NISHA SINGHANIA

Co-Founder & Director, Infectious Advertising

RAJI RAMASWAMY

CEO, Contract Advertising Pvt.Ltd.

VINOD THADANI

Chief Digital Growth Officer Dentsu International Media Group

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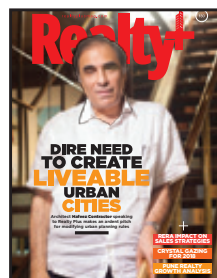
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GRAFF DIAMONDS HALLUCINATION

With the eye-wateringly high price tag of \$55 million when it was first unveiled at Baselworld in 2014, 'The Hallucination' is the most expensive watch ever made. It is a Graff Diamonds creation featuring a kaleidoscopic array of 110 carats of different coloured diamonds in a range of different cuts, set into a platinum bracelet.

THE TAILOR-MADE PILLOW

Ranking as the world's most luxurious pillow for a whopping amount of nearly \$57,000, made from Egyptian cotton and mulberry silk and filled with non-toxic Dutch memory foam, this exclusive and unimaginable commodity is designed by Thijs van der Hilst, a Dutch cervical specialists-turned-designer. It took the makers 15 years to develop this advanced pillow which is studded with 24-carat gold, diamonds and sapphire.



THE SICKLE-LEAF PERSIAN RUG



A seventeenth-century Persian rug was sold for a staggering \$33.8 million at an auction at Sotheby's London. This piece is extraordinary and invaluable because it's possibly the only remaining carpet of its kind with a red background. This rug is one of the rarest vase-patterned rugs from the region of Kerman, Iran and typically features the conventional flowers and oversized palmettes, with a vase motif repeated throughout the design.

CARAN D'ACHE GOTHICA

Priced at a staggering \$487,000, this mighty pen is named after the Russian word for pencil (karandash) was crafted by Swiss company Caran d'Ache. A love letter to Gothic architecture, this writing device features patterns of fleur-de-lis and rosettes, with 72 rubies and 72 emeralds used in the design. It also has almost 900 diamonds encrusted in the cap and the barrel, lending that extra sheen of luxury.



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