

CONSTRUCTION & ARCHITECTURE UPDATE



₹ 200

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Editor: Imran Ahmad Khan

In India, the real estate sector is the second-highest employment generator, after the agriculture sector. It is also expected that this sector will incur more non-resident Indian (NRI) investment, both in the short term and the long term. Bengaluru is expected to be the most favoured property investment destination for NRIs, followed by Ahmedabad, Pune, Chennai, Goa, Delhi and Dehradun.

Mumbai, the country's biggest and most expensive property market, has continued the momentum of real estate sales during the second quarter of the year 23. Despite rising mortgage rates and property prices as consumer sentiment towards home buying remains strong.

The real estate market in **Pune** has been growing steadily despite the challenges posed by rising property prices and higher home loan interest rates.

One of the key trends in the Pune real estate market has been a surge in sales of properties priced at Rs 50 lakh and above. There has also been a growing demand for larger apartments, with the share of properties measuring 800 sq ft or above increasing to 27% during this period.

Real estate sector in India is expected to reach US\$ 1 trillion in market size by 2030, up from US\$ 200 billion in 2021 and contribute 13% to the country's GDP by 2025. Retail, hospitality, and commercial real estate are also growing significantly, providing the much-needed infrastructure for India's growing needs.

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Editor's Note2
News.....6-19

Subscription.....89
Index to Advertisers.....91



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Nuvoco Strengthens Presence in Pune and Mumbai with Two New Ready-Mix Concrete Plants



Nuvoco Vistas Corp. Ltd., India's fifth-largest cement group in terms of capacity and among the leading players in East India, is delighted to announce its expansion in the construction booming markets of Mumbai and Pune. The company has inaugurated two new RMX Plants in Kharadi (Pune-II) and Kandivali (Mumbai) as part of its ongoing efforts to expand its Pan-India footprint. This underscores Nuvoco's commitment to meet these regions' increasing demands for construction materials.

The Kharadi (Pune-II) plant caters to the Pune region's thriving construction market. As a key city in Maharashtra, Pune presents Nuvoco with tremendous opportunities for growth. This plant is strategically located to serve areas such as Kharadi, Hadapsar, Wagholi, Manjari, Nagori and Keshavnagar. Furthermore, the Kandivali Plant in Mumbai is easily accessible from the Western Express Highway and will contribute significantly to ongoing residential and commercial projects within a 15-20 kms radius. It is anticipated that the concrete volumes from these plants will rise gradually, driven by the escalating infrastructure demands in these locations.

With state-of-the-art equipment and facilities, these

plants are capable of meeting Maharashtra's growing need for ready-mix concrete (RMX). It is equipped with a batching plant

with a capacity of M1 (60 cubic meters per hour) and four 100-metric-ton silos. Consequently, Nuvoco's customers benefit from its advanced technology and quality assurance processes.

Mr. Prashant Jha, Chief of the Ready-Mix Concrete and Modern Building Materials business at Nuvoco Vistas expressed his excitement about the expansions, stating, "The expansion of our Ready-Mix Concrete business in Maharashtra will play a key role in our overarching business strategy. This will enable us to tap into high-potential markets and strengthen our commitment to providing innovative solutions to our customers. With our proven formula of quality, innovation, and customer satisfaction, Nuvoco solidifies its position to be a Leading Building Materials Company Delivering Superior Performance."



Atlas Copco to expand manufacturing in India with new factory in Pune

Atlas Copco Group, a leader in compressors, vacuum solutions, generators, pumps, power tools and assembly systems, has begun construction of its new manufacturing facility in Talegaon, Pune.

Atlas Copco's new state-of-the-art air and gas compressor system factory in Talegaon will manufacture systems for the local market and also for export. It encompasses a manufacturing plant and office building spanning a total of approximate 270,000 sq. ft. and the investment planned is MINR 1400 (about MEUR 15.0).

The new facility is planned to be completed by Q2, 2024.

PATEL ENGINEERING LIMITED ALONG WITH JOINT VENTURE ("JV") PARTNER BAGS DIBANG MULTIPURPOSE PROJECT, OUR SHARE Rs. 1,818.56 CRORES.

Patel Engineering Limited, a civil construction Company specialized in the hydropower and irrigation sector, today announced that, the Company along with the JV Partner has received letter of award for Dibang Multipurpose Project for construction of civil works for Lot-4 from NHPC Limited, which was declared as L1 earlier.

The Company being 50% partner in the JV, our share in the project is Rs. 1,818.56 crores. Construction of Head Race Tunnels including Intake, Pressure Shafts, Penstocks, Power House & Transformer Cavern, Tail

Race Tunnels, Pothead Yard, Adits etc. for Dibang Multipurpose Project 2880 MW (12 X 240 MW).

Patel Engineering Ltd. ('PEL' or 'Company'), is a 73-years old company established in the year 1949 and have evolved as a construction company specializing in the hydro power generation and irrigation segments. We are engaged in the construction of dams, bridges, tunnels, roads, piling works, industrial structures and other kinds of heavy civil engineering works and have executed a variety of infrastructure projects.



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Habitat for Humanity India's Urban Dialogue Unites Key Government Officials and Experts to Forge Inclusive and Resilient Housing Solutions.

Habitat for Humanity India, a leading housing non-profit organisation, successfully concluded the Urban Dialogue event focused on addressing policy solutions for adequate housing to build inclusive and resilient urban settlements. The event, held on 1st September 2023 in New Delhi, garnered significant attention and participation from key Government officials and industry experts in the housing and development sector.

Shri. Rajiv Ranjan Mishra, IAS (Retired), Former Director General, National Mission for Clean Ganga and Chief Technical Advisor, National Institute of Urban Affairs; Shri. G. Mathi Vathanan, IAS, Principal Secretary, Housing and Urban Development Department, Government of Odisha; Shri. Ajay Jain, IAS, Special Chief Secretary (Housing), Government of Andhra Pradesh; Ms. Parul Agarwala, Country Programme Manager, India, United Nations Human Settlements Programme (UN-Habitat); and Mr. Vineet Chattree, Managing Director, Svatantra Micro Housing Finance Corporation Ltd. were some of the key speakers at the event among other notable figures from the sector.

"Housing is at the centre of the New Urban Agenda,



that underscore our commitment to achieving inclusive and resilient urban housing solutions," said Shri. Rajiv Ranjan Mishra, IAS (Retired), Former Director General, National Mission for Clean Ganga and Chief Technical Advisor, National Institute of Urban Affairs.

James Samuel, National Director (Interim), Habitat for Humanity India commented on the success of the event, stating, "Habitat believes in building healthy housing ecosystems which support safe, decent homes with better sanitation, ease of access to water and better community facilities to build a healthier India. Our work complements the Government of India's Pradhan Mantri Awas Yojana (PMAY). Globally, Habitat focuses on the eleventh United Nations Sustainable Development Goal - making cities and human settlements inclusive, safe, resilient, and sustainable.

Ajmera Realty & Infra India Ltd honored with the Prestigious "Residential Real Estate Developer Award" by Grohe Hurun Indi

Adding another accolade to its name, Ajmera Realty & Infra India Ltd (ARIIL) has been honored with the "2023 Grohe Hurun India Residential Real Estate Developer Award" by Grohe Hurun India. The award was presented to Mr. Dhaval Ajmera, Director of ARIIL, during the "Grohe Hurun India's Most Respected Real Estate Leaders Conclave & Awards 2023" held in Mumbai on August 24th, 2023. This event was attended by distinguished leaders from the real estate sector, further highlighting ARIIL's presence in the industry.

Guided by a growth-oriented foresight and a strong sense

of purpose, ARIIL has been propelled to the forefront of the Indian real estate arena. From its very beginnings, the company has been destination and pin code creators carrying a legacy for over five decades and three generations. Ajmera Realty & Infra India Ltd has evolved into a prominent listed real estate company. With a strong presence in multiple cities in India and internationally, the company has set a benchmark for being one of the coveted Pincode developers in the country. With the vision for five-fold growth during this decade, the company is venturing into new horizons.

JK Cement Ltd. Expands its Formidable Geographical Presence - Lays the Foundation Stone of its Upcoming Grinding Unit in Prayagraj, Uttar Pradesh

In a significant stride towards expansion and innovation, JK Cement Ltd. one of India's leading manufacturers of Grey Cement and one of the largest White Cement manufacturers in the world, today performed the foundation stone laying ceremony of its avant-garde grinding unit in Prayagraj, Uttar Pradesh. The esteemed event was graced by Dy. MD & CEO Mr. Madhavkrishna Singhania and the Senior leadership team.

Embarking on the journey of construction and installation, the Grinding Unit's inception unfolds with a noteworthy investment of approximately INR 500 Crores and a remarkable total production capacity of 2.5 Million Tonnes Per Annum (MTPA).

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Coliving Startup Introduces Mumbai's Biggest Student Accommodation- Varsity by Union Living

Coliving Startup Union Living has introduced Mumbai's biggest student accommodation - Varsity by Union Living. Located in the coveted Santacruz-Juhu area, it is a luxurious student accommodation that seamlessly integrates opulence, convenience, and a vibrant sense of community. Varsity has already made a resounding impact on the market, with an astounding 90% occupancy rate shortly after its launch. This rapid growth defines Varsity as a premium yet affordable option for students seeking a refined living experience.

With well-equipped 221 beds, Varsity by Union Living offers modern essentials such as water purifiers, washing machines, microwaves, ACs, and fridges. Equipped with state-of-the-art CCTV facilities and a secure gated community, students can find peace of mind within these protected surroundings. Varsity doesn't just provide a space to live; it fosters a sense of community through purposeful workshops, an exclusive 6-month subscription to a mind-performance boosting app, and sprawling communal spaces, including a fully-fledged gym and ample parking facilities. Varsity's strategic location places it in close proximity to esteemed educational institutions, including NMIMS Mumbai, SNDT, and Mithibai, providing students with convenient access to their academic pursuits. In addition, the accommodation is strategically located near top-tier healthcare facilities.

Mumbai Closes 3rd Consecutive Month of 10,000+ Property Registrations in August '23

Mumbai's adrenaline-charged property market continues its dream run. The city registered 10,455 housing units in August 2023 - the third consecutive month of 10,000+ property registrations. The revenue collected by the Government this month was INR 776 Crore, a 7% decline from July 2023, but a 21% increase from August 2022.

A quick assessment of new unit launches in Mumbai for the period of Apr-Jun 2023 indicates that properties ranging from 500 - 1,000 sq ft dominated with the highest share of 51%. However, this has declined from 61% in Apr-Jun 2022.

Anuj Puri, Chairman - ANAROCK Group, says, "Properties sized less than 500 sq ft, accounted for an additional 35% of total launches in Apr-Jun 2023, a significant rise from 27% in Apr-Jun 2022. This trend indicates that with the rise in property prices, homebuyers are now again looking for smaller units to manage their overall budget."

"Analysing the new unit launches in Mumbai for the period of Apr-Jun 2023, it was evident that the INR 80 lakh - INR 1.5 Cr segment saw the highest activity, constituting 43% of the total launches. This segment's share has increased rapidly from 36% in Apr-Jun 2022."

Hindware redefines the customer experience with the launch of Lacasa Store in Chennai

Hindware Limited, the leading sanitaryware and faucets company, today launched its experiential store - Lacasa in Chennai, Tamil Nadu. The store offers an immersive journey that merges cutting-edge technology with sophisticated design. The store caters to individuals seeking an unparalleled shopping experience that seamlessly integrates aesthetics and convenience.



The store houses an extensive selection of sanitary ware, faucets, wellness and shower enclosures by Queo- the luxury brand, Hindware Italian Collection- the premium brand and Hindware - the iconic brand. Customers visiting this store can expect to explore cutting-edge designs and experience bathroom concepts as part of the display. The store houses knowledgeable Hindware expert team which provides personalised assistance to help customers make informed choices based on their requirements and preferences.

The newly opened store is situated in the heart of the city at T-Nagar, encompassing a total area of 2580 sq.ft.

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In an industry first, Access Architects acquires Global Architectural Firm Headed by Industry Veteran Yann Andre Leroy, Forms AXS Designs

In a transformative move set to reshape the architectural industry in India, Access Architects has acquired Yann Leroy Design & Planning, Paris and Studio Aria, Bangkok heralding the birth of AXS Designs. This strategic union marks a significant milestone for the Indian architectural landscape, addressing a pressing need within the industry for seamless integration of local expertise and global design innovation. The newly formed AXS Designs has offices in Paris, Bangkok, Mumbai and Bengaluru.

AXS Designs combines the expertise of Access Architects Studio Aria and Yann Leroy Design & Planning, and is poised to usher in a new era of architectural ingenuity, allowing clients to benefit from a comprehensive suite of services that leverage cutting-edge technology and world-class talent.

By bringing together two powerhouses to deliver unparalleled architectural solutions to clients worldwide, AXS Designs boasts of an impressive portfolio of more than 200 renowned hotels across the globe along with luxury condominiums, Super Luxury Villas, Healthcare and Office Buildings in more than 15 countries around the world. This acquisition sets a precedent for comprehensive and seamless project execution, making AXS Designs the go-to

choice for visionary architectural solutions worldwide.

As is the norm within the industry, the role of the international designers is limited to the concept and schematic design phases, leaving the later stages to local architects. This separation could result in a divergence from the original vision, potentially diluting the quality of the project's final outcome. Recognizing the need for a single, unified entity with profound local expertise and international design acumen Access Architects took over Yann Leroy Design & Planning, a global firm led by celebrated architect and planner Yann Andre Leroy, earlier this month. AXS Designs, the new company formed post-takeover, will have Yann Leroy as Chief Design Director. It will focus on innovative and sustainable architectural solutions, offering the best of both worlds global design excellence fused with local architectural know-how. This approach promises Indian clients constant access to the design team, while ensuring impeccable design, coordination, and maintaining the highest quality standards throughout the project's life cycle. With the acquisition of Yann Leroy Design & Planning, Access Architects has elevated itself to a position of unrivalled influence. AXS Designs' revolutionary approach eliminates the disparities that often arise.

JSW One Homes launches a new Homes Studio in Salem

JSW One Homes, the tech-enabled home construction solutions arm of JSW One Platforms and part of US\$ 23 billion JSW Group has launched its third studio in Tamil Nadu. The new Homes Studio has been established in Swarnapuri, Salem, expanding its footprint in the state following the success of its business in Coimbatore and Chennai.

Tamil Nadu's residential real estate market is a mixed bag of apartments and independent houses. However, there has been a shift in the home-buying behavior with growing demand for independent homes, especially in tier 1 and tier 2 cities. This provides JSW One Homes an opportunity to capitalize on the consumer demand.

Commenting on its new Homes Studio in Salem, Mr. Gaurav Sachdeva, CEO of JSW One Platforms said, "Salem is an important market for JSW One Homes considering the strong demand it has for independent homes. The launch of our Homes Studio strengthens our retail presence in Tamil Nadu.

Intercontinental Infrastructure signs Actor Sharad Kelkar as brand ambassador for their project at Chakan, Pune

Intercontinental Infrastructure, a renowned real estate player in the country has signed up leading Indian actor Sharad Kelkar to be the brand ambassador for its affordable luxury project 'The Urbana' situated at Chakan near Pune. Sharad Kelkar is a well-known Indian film actor who has worked in Marathi and Hindi films. In January 2020, he played the role of Chhatrapati Shivaji Maharaj in the film Tanhaji and was seen in the 2014 film Lai Bhaari where he played Sangram the main antagonist; which went on to become the highest-grossing Marathi film. Sharad is also a voice artist popularly known for his dubbing in the big budget films like Baahubali: The Beginning, Baahubali 2: The Conclusion and the recent being Adipurush to name a few. He has also appeared as lead in television serials for brief period of time, now he does web series, regional language films in Telugu, Tamil and often dubs Hollywood films.

The Urbana is a sprawling residential township spanning across 6.5 acres, strategically located in Chakan, Pune.



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Urban Land Institute Commences India Operations

Urban Land Institute (ULI), the oldest and largest network of global cross-disciplinary real estate and land use experts, is set to commence its India National Council operations in September 2023. Launched in January this year, ULI India will bring together over 100

institutional investors, real estate developers, architects, urban planners, and land use policymakers from India, to foster collaborative solutions for the most pressing urban development challenges of today.

ULI India will host four landmark events between September 2023 - June 2024, across Delhi, Mumbai, Bangalore, and Hyderabad. These events will serve as a platform to galvanise all the stakeholders in the built environment, stimulating collaboration to fulfil the ULI mission, which includes accelerating decarbonisation, increasing home attainability, and educating the next generation of real estate leaders. The first flagship event "Place Innovation in Urban India" will take place in New Delhi on Thursday, 28 September at the India Habitat Centre.

Mr. Rohan Sikri, ULI India Chair & Senior Partner, The



Xander Group will deliver the opening address followed by a keynote by Ms. Sarah Barns, Co-founder & Director, ESEM Projects. The agenda comprises a day of panels, conversations, and presentations on creating sustainable and liveable urban spaces, culture-led

regeneration, redefining place resilience, innovation, and experience creation in habitable spaces.

"ULI's entry into India marks a momentous occasion, uniting, for the first time, the brightest minds in real estate investing, development, architecture, and urban planning in a spirit of camaraderie," said Mr. Rohan Sikri, ULI India Chair & Senior Partner, The Xander Group. "This convergence of expertise is well poised to find innovative solutions to the pressing challenges our cities face. Against the backdrop of India's accelerated urbanisation, infrastructure gaps, population growth, and myriad other challenges, the focus on place innovation has never been more relevant, especially in the post-COVID-19 era." "India stands at a strategic crossroads — as one of the fastest growing and vibrant economies in the world with a real.

ASK Property Fund announces Investment of Rs.225 crore in Pune

ASK Property Fund, the real estate private equity arm of the ASK Group, announced an investment of ₹225 crore in Pune from its recently raised fund, ASK Real Estate Special Opportunities Fund IV (RESOF IV).

The project predominantly comprises of residential developments and is part of the integrated township, Megapolis, located within Hinjewadi, which is being developed by Kumar Realty. In this integrated township 4,600 units are delivered and a majority are occupied. There are 3,000 units under construction and social infrastructure, including a reputed school, is operational. The catchment also stands to benefit from the improved connectivity once the metro line begins to operate from Hinjewadi to Shivaji Nagar. The project is focused towards affordable and mid-segment buyers.

According to ASK Property Fund Research, the micro market of Hinjewadi has enormous potential due to the presence of IT companies and multinationals which attracts talent and this gives an impetus to residential real estate

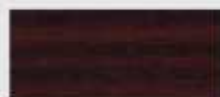
demand. As per market sources, Hinjewadi has witnessed sales of over 9,000 units in the last two years. Y-o-Y price has appreciated by about 6-8% in the region.

Bhavin Jain, Chief Investment Officer, ASK Property Fund said, "This is our 15th project in Pune and we are pleased to collaborate again with Kumar Realty, who were our partners in the earlier fund. We follow rigorous partner selection criteria that entail high quality delivery, good customer experience, and sound track record. Seamless execution before, during, and after the pandemic has separated reputed developers from over-leveraged developers who have not focussed on customers. Pune has been a preferred city of deployment across our funds due to an end user affordable market which has seen consistent absorption and the lowest unsold under construction inventory amongst top six cities. This investment is in one of the successful township projects of Hinjewadi that has consistently attracted end users."

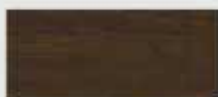
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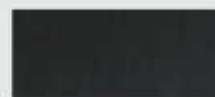
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Kochra Realty takes over INR 700 crore stressed project 'Eminente' at Dahisar from Ashapura Housing

Mumbai's leading real estate developer, Kochra Realty, managing and delivering stressed projects, today announced that it has taken over a long-pending stressed project at Dahisar East, 'Eminente'. The project which was funded by Nippon AIF will now be revived by Kochra Realty and delivered to approximately 384 customers by end of the year. The pending 191 units of



Eminente are due to be handed over by early 2025. Kochra Realty has been recognized by ET Realty as the Best Realty Brand amongst top developers.

In total, the project aims to offer 5 wings comprising ready-to-move residences. Strategically located in close proximity to the metro station and Dahisar railway station, Eminente has obtained a chance of revival and is set to be mobilized under the aegis of Kochra.

From the layout to designs, amenities to possession, all the aspects of the construction undertaken are resolved by Kochra Realty. In fact, the long-pending project has finally

found a way of revival.

"Eminente" is a huge and ambitious project that hundreds of families have invested in. As a realtor that primarily focuses on stuck projects and distressed assets, reviving Eminente and delivering the houses to investors and customers that have placed faith in the project is a responsibility we held on our shoulders. Our aim, at the moment,

is to deliver a maximum number of units to our 384 customers in the upcoming month, without compromising the quality or committed amenities. For this reason, we are bringing forth our skilled staff, our expertise, and our tried-and-tested advanced processes to make this project a huge success. Though challenging, we are excited and keenly looking forward to handing over the units to our valuable customers who are eagerly seeking the possession of their flats," commented Ali Kochra, Director, Kochra Realty, while talking about the development of the upcoming project.

Bonito Designs Collaborates with Gauri Khan and Manish Malhotra to Unveil "World Designs"

India's largest full-homes only interior design brand, Bonito Designs has once again collaborated with design luminaries, Gauri Khan and Manish Malhotra to unveil a transformative concept 'World Designs'. After a resounding success of their previous collaboration, this new chapter signifies an even grander story, promising to reshape the landscape of interior design. This innovative collaboration marks a groundbreaking step in interior design, combining diverse cultural influences, artistry, historical narratives, and architectural elements to create unique and personalized living spaces for clients across India.

'World Designs' transcends traditional boundaries by infusing international design elements into the Indian context, resulting in homes that seamlessly blend global aesthetics with local nuances. Gauri Khan and Manish Malhotra's expertise is instrumental in interpreting the rich design heritage of different regions, creating interiors that are not just visually appealing, but also emotionally resonant. The partnership signifies a convergence of unparalleled design sensibilities. With an in-depth understanding of various design themes sourced from cultures around the world, the

collaboration aims to offer a kaleidoscope of interior design concepts that resonate with the preferences and aspirations of their customers in India.

Speaking on the launch of 'World Designs', Gauri Khan said, "Design is my passion, and through 'World Designs', I am thrilled to continue this journey of crafting living spaces that resonate with beauty, culture, and emotions. Collaborating with Bonito Designs has been an inspiring experience, allowing both Manish and I to blend our design sensibilities to create something truly unique. Each space tells a story, weaving together global influences and personal aspirations. With 'World Designs', we're excited to bring our vision to life once again, transforming houses into homes that exude warmth, character, and elegance."

Manish Malhotra shared his thoughts on the launch of 'World Designs' as well. He said, "Collaborating with Bonito Designs has been a remarkable journey of innovation and creativity. Through this collaboration, we are not just designing spaces; we are crafting experiences that transcend time and trends. Design, for me, is a language that speaks of history, culture, and individuality and through 'World Designs',



Sudhakar uPVC Windows and Doors are



Mumbai property registrations touch 10-year high in August 2023

The country's financial capital Mumbai (area under Brihanmumbai Municipal Corporation) witnessed around 10,990 property registrations in the month of August 2023, the highest in 10 years, helping generate stamp duty collection worth nearly Rs 810 crore for the state exchequer. In comparison, in August 2022, there were 8,552 units registered, a hike of 28% this year in August 2023.

Of the total registered properties in August 2023, residential units constituted 80 per cent, while the remaining 20 per cent was non-residential assets.



Mr. Rohan Khatau, Director, CCI Projects "The Mumbai housing sector is doing phenomenally well and these registration figures only bear testimony to that fact. There is a positive home buyer sentiment which is propelling home sales. Increase in income levels and the desire to own a home have all contributed to home buyers coming forward to buy their dream homes. Ongoing infra projects across the MMR region also have been instrumental in driving home sales."



Mr. Vivek Mohanani - MD & CEO, Ekta World

"The registration figures only prove that the Mumbai housing market is robust with home buyers coming forward to buy their desired home. Mumbai is upgrading with a slew of infrastructure projects that are enhancing connectivity whilst bringing newer areas into the housing fold. With improved home buyer sentiments coupled with the approaching festive season, we can expect home sales to reach a new high."



Mr. Pritam Chivukula - Vice President, CREDAI-MCHI and Co-Founder & Director, Tridhaatu Realty

"The Mumbai housing market is riding on a wave of strong housing demand. The excellent sale registrations have only once again proven; the realization among home buyers on the need to own a home of their own. This along with strong infrastructure growth has propelled housing demand. The government has initiated positive policy measures, this coupled with improved market sentiments and rise in income levels has further fuelled housing demand for larger homes. We look forward to the government's continued support as we wait in anticipation for the approaching festive season, which will hopefully give a further boost and help sustain home sales, going forward."

Bigger apartments stole the show during the month, with the share of houses larger than 2,000 square feet rising to 10 per cent from 2 per cent last April, and 3 per cent in March of this year.

Small houses - houses with a size of up to 500 square feet - saw a dip, with its share falling to 32 per cent from 36 per cent year ago, and 34 per cent in March.






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TK Elevator's revolutionary elevator TWIN completes 20 years



Manish Mehan
CEO & MD, TK Elevator India

This year, TK Elevator is celebrating 20 years of TWIN, the revolutionary elevator launched in 2003 and first showcased at The University of Stuttgart in Germany. TWIN was the world's first elevator to have two cabins operating independently in the same shaft. This means that it is capable of transporting up to 40% more passengers while requiring 25% less of a building's valuable floorspace than conventional mobility solutions. At the time, TWIN opened new design concepts for architects and gave owners significant savings on the energy used in a building. Developers also found that requiring fewer shafts meant more leasable space, making buildings more attractive to investors. Twenty years later, TK Elevator's TWIN is still the only elevator in the world capable of offering the many benefits of two cabins moving independently in one shaft. TWIN is a perfect example of TK Elevator's vision in practice: a ground-breaking innovation in the technology of human mobility, and an opportunity to move beyond conventional ways of transporting people.

Technology for the future

The energy consumption of buildings is one of the largest contributors to the operational carbon footprint of cities around the world. Although double-decker elevators were already well established in the last century, they can only move both elevator cars at the same time and therefore often use energy to power empty cabins. In comparison, TWIN conserves energy by parking one of the cabins whenever passenger volumes are low. When traffic volumes are high and there is a lot of inter-floor traffic, TWIN also minimizes congestion and reduces waiting times. Initially developed to address the high inter-floor traffic flow in offices, TWIN has been implemented as the mobility solution of choice in many other building

types due to its high-degree of flexibility.

While TWIN always came equipped with a regenerative drive, which uses the elevator's own braking mechanism to generate electricity which is then fed back into the building's grid, several updates have been made since its launch.

Built for flexibility

TWIN was created with the digital future in mind. Passengers simply select a floor at an AGILE Destination Control lobby terminal, and the intelligent dispatching algorithm automatically directs passengers to the elevator they need. This not only quickens the

pace and improves efficiency, it also allows for adaptability to brand-new building traffic concepts and fluctuating traffic patterns. With its overall versatility and dependable digital connectivity, TWIN works well in combination with other types of elevators. This is of particular interest due to the growing need to seamlessly coordinate a variety of mobility solutions, either because of special needs in mixed-use buildings or because the usage of transfer floors or other interruptions to people flow are not viable. And while in most older buildings elevator shafts are limited, a total replacement and modernisation with TWIN's built-in benefits brings refurbished buildings up-to-date, providing them with more efficient mobility and lower energy consumption.

Last but not least, TWIN boasts a four-level, TÜV-approved and SIL3-classified safety system, which ensures that the cabins always operate at a minimum safety distance from each another.



As of 2023, TWINs have been installed in major cities in Europe, the Middle East, Asia and the US. French architect Jean-Luc Crochon, who incorporated eight TWIN units into the landmark Trinity Tower in Paris, says, "By integrating two lift cabins into the same shaft, TWIN lifts have helped to accentuate the unique façade of Trinity, by offering a glimpse of the effervescent life inside. It is the first tower in Paris' La Défense district to open its core to the public view, creating a link between the tower and its neighborhood. This solution also offers greater agility in managing the traffic inherent in a high-rise building."

TK Elevator is proud that each year, even more developers, architects, and planners are incorporating the advantages of TWIN into their building plans. Having said that, with growing urbanization, resulting surge in India's high-rise projects and increased demand for energy efficient, smart elevators, TK Elevator is expecting a boost in demand for TWIN elevators in India as well.

"I step where others fear to tread"

Sumit Gandhi:

A groundbreaking entrepreneur
Redefining Success in the form of Asia's
Largest Architecture, Interior, Design &
Building Materials Exhibition!!

The exhibition industry is a dynamic arena that demands creativity, innovation, and a relentless pursuit of excellence. Amidst the multitude of players, one name stands tall, Sumit Gandhi, a former Chartered Accountant, a visionary extraordinaire and the genius mind behind ACETECH, Asia's Largest Architecture, Interior, Design & Building Materials Industry, which propelled it to become the biggest exhibition in the Asian subcontinent and the 3rd largest in the world. ABEC's (Asian Business Exhibitions & Conferences Ltd.) brand dominance is unmatched, stretching across 48 countries for over a decade and a half, making it an aspirational success story for companies across the globe.

ACETECH, the brainchild of ABEC, is a spectacle of excellence and finesse that attracts over 600,000+ visitors annually. Held in Asia, this iconic exhibition showcases the epitome of creativity; it has become the go-to event for over 5500+ brand products and innovations, steadily growing each year, as it seamlessly exhibits 22 different segments.

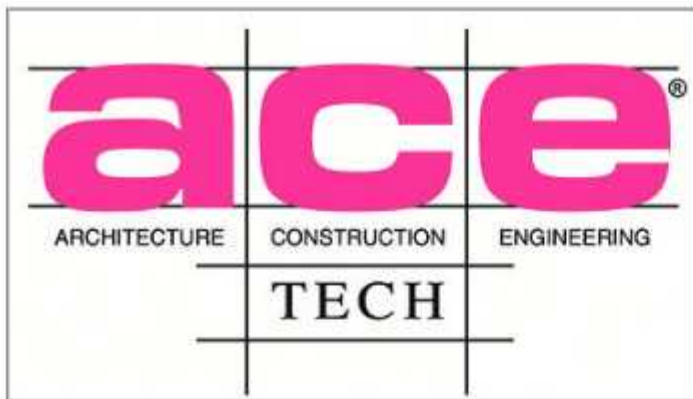
The journey to this empire's unparalleled success was not without challenges. "Though Oil and Gas Exhibition had formed the foundation, our journey began with 'Times Glamour.' In 2004, We launched tradeshow in the Education Sector, Real Estate Sector, and Security Sector followed by Architecture and Design Vertical way back in 2006. Today we do about 20 trade fairs in a year, making us the largest home-made indigenous exhibition and conferences company in India," says Sumit Gandhi. As the company honed its expertise, it gradually identified a niche and strategically evaluated the competition.



Sumit Gandhi
Chairman & Managing Director,
ABEC

What sets the foundation of this empire apart is its commitment to providing a platform for industry masters as well as aspiring new brands. Within its halls, brands encounter the sharpest minds in the industry, and legends such as Dr Niranjana Hiranandani (Hiranandani Group), Ashish Raheja (Raheja Universal), Najeeb Khan (KGD Architecture), Anuj Puri (ANAROCK Property Consultants), Vikas Oberoi (Oberoi Realty), RMG Group, Sobha Limited, Brigade Group, Hafeez Contractor, ZZ architects & many others, where they have been witnessed applauding ABEC's dedication to excellence.

Beyond its grandeur, it has inspired brands to outshine themselves each year through allied events like ACE Connect, Design Conclave, Design Wall, Grand Stand Awards, and the Light Design Automation Summit (LDA). These one-of-a-kind events are the creation of the in-house visionary team, who envisioned establishing an atmosphere where participating brands receive a unique experience, a new face value with the right



audience, and due recognition for their collective efforts. This remarkable journey reflects a legacy firmly rooted in family-run business values. Since its inception in 1996, they've grown to the forefront of the Indian event industry, spearheaded by the team.

The well-crafted execution is the result of a focused goal of over 300+ team members spread across Mumbai, Delhi, Bangalore, and Hyderabad. Their inspiring dedication and entrepreneurial spirit earned the company the prestigious title of 'The Leading Show: Building Materials & Construction' at the Exhibition Excellence Awards 2020. It is now seen as the go-to exhibition property, offering a firsthand audience reaction platform for brands seeking to establish themselves in the Indian market.

ACETECH is perfectly poised to act as a catalyst for the government's vision and initiative of Smart Cities and Make in India; by bringing businesses together and providing a platform for international brands to test the waters in the Indian market.

The brilliance of invaluable efforts and a visionary mindset gave birth to ACE REFLECT, a show based in 16+ tier-two cities across India. This unique event empowers established brands to reach regional audiences while creating opportunities for smaller regional brands to stand shoulder-to-shoulder with industry titans and build a powerful network.

The futuristic vision of the organization revolves around continued investment to establish itself as an unrivalled exhibition company in diverse segments; scaling up by adding more employees and nurturing a talent pool that enables a systematic change benefitting the entire industry. Exhibitors

here are offered an opportunity to engage with the trade community in an entirely new dimension. ABEC's prime aim is to expand its outreach into the international market, taking this in the biggest and most successful global entity aiming to lay its foundation to become a true Global Leader in the exhibition industry.

"With this endeavour of ours, we are trying to make a step towards the trajectory of growth both in the industry and on a global level alongside," putting into pioneer's words. The team anticipates propelling the industry towards growth, both at home and on a global scale. The empowering success is not merely about individual brilliance; it is a testament to a sibling duo thriving in the exhibition industry. The company's unwavering commitment to innovation has enabled them to deliver endless revenue and value to its expos.

ABEC's journey is a saga of triumph, determination, and visionary thinking. Its commitment to excellence has positioned them as an unstoppable force, setting new standards for the industry. As it forges ahead, scaling new heights and adding more accolades to its name, they continue to inspire, innovate, and lead the Architectural, Interior & Building Industry into a future full of possibilities.

"Though Oil and Gas Exhibition had formed the foundation, our journey began with 'Times Glamour.' In 2004, We launched tradeshow in the Education Sector, Real Estate Sector, and Security Sector followed by Architecture and Design Vertical way back in 2006. Today we do about 20 trade fairs in a year, making us the largest home-made indigenous exhibition and conferences company in India,"



“Perk products are simply elegant not just because of their design and functionality, but also because of their high quality, durability and value.”

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Today, Perk bath-care products adorn the world's finest residences, luxury hotels, resorts, spas and yachts where discerning clients insist upon the finest workmanship. The designs and functions of the products are irresistible for every high-class individual who cares for modern & comfortable living.

Its healthcare products range are well-designed and developed to create a comfortable and safe bathing enjoyment, especially for the elderly people. It's not uncommon to become a little unsteady on your feet as you grow older and there are many elderly and disabled people living with a condition which requires more robust support. Perk's products within the bathroom aids section have been purposefully designed to make the bathing safer, yet still enjoyable, particularly for elderly and disabled people. One of the most common places to fall or slip at home is your bathroom.

which is why we offer such a wide range of bathing products, ideal for younger to elderly and disabled people.

Perk products are simply elegant not just because of their design and functionality, but also because of their high quality, durability and value. Its technological innovations and high standard of quality have made it an iconic and much-loved brand not just in India but across the globe. The brand promises a high level of performance and uncompromising perfection in everything it does, from product development to customer service.

Perk brand name belongs to RS Sanitation Pvt Ltd - a leading manufacturer of luxurious bathroom accessories and world class sanitary products. Having its ISO 9001 certified factories in Mumbai and New Delhi with the best equipped state-of-the-art machineries and technology. RS Sanitation offers unique added value in the field of sanitary technology as well as in the field of bathroom accessories.

The 'Perk' brand is awarded with European Technology, The Rising Star, Asia's Most Promising Brand, India Green Building Council Member & Mega Brand for exceptional quality in bath-care accessories.

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Deepak Goradia
Managing Director,
Dosti Realty



Dosti Greater Thane which is just 10 mins from Viviana Mall, Thane (W) marks a pivotal moment in our unwavering commitment to elevate urban living standards.



Dosti Realty has been in the real estate business for over 4 decades and delivered more than 127 properties to date, encompassing a portfolio of over 11.44 mn. sq. ft. Currently, Dosti Realty is constructing around 6 mn. sq. ft. across Mumbai and Thane. Till date, it has sold homes to 15000+ happy families and continues to transform the skyline with its developments. The company has experience in various development types, be it Residential, Retail, IT Parks, etc. Over the years, it has been known for its Aesthetics, Innovation, Quality, Timely Delivery, Trust, and Transparency, values that have built lasting relationships.

"Dosti Greater Thane which is just 10 mins from Viviana Mall, Thane (W) marks a pivotal moment in our unwavering commitment to elevate urban living standards. We deeply value the understanding that a home transcends mere brick and mortar; it embodies dreams, investments and a unique lifestyle. This 125-acre large scale development designed by the world renowned Architect Hafeez Contractor is meticulously planned keeping in mind high standards in construction, amenities and affordability. Dosti Greater Thane takes centre stage with attractive 1 BHK and 2 BHK homes at an unbelievable price. There is an approx 1 Lakh sq.ft clubhouse where we have done tie-ups with renowned brands to give residents that superlative living experience of a premium offering. With the upcoming Kalher metro station (Metro Line 5) slated to come up just outside the project as well as various other infrastructural developments, connectivity will further be enhanced. So whether from an end user or investment perspective this project has future growth potential." - "

Deepak Goradia - Chairman and MD, Dosti Realty."

Dosti Realty has now launched a new cluster at the well-known Dosti Greater Thane located at Kalher which is just 7 km from Viviana Mall, Thane, and just 4 km from Balkum, Thane. This new cluster comprises 1 BHK homes with a RERA Carpet of 24.98 sq. meters. (269 sq.ft.) and a Usable Carpet of 31.50 sq. meters. (339 sq.ft.) at an attractive price of just Rs 34.40 Lakhs as an all-inclusive price. What's more, is that for a limited time, only the price is the same no matter which floor one buys.



Artist's Impression



Manan Shah
Managing Director, MICL Group

"The residential market has been improving tremendously for the last 3-4 years. There has been a continuous surge in the luxury segment ranging from 1.5 Cr -5 Cr. Category. Post 2021 there has been a rise in the demand for the residential segment especially in the luxury category as buyers are keen on upgrading their lifestyle. We will continue to see this demand going higher in the near future, and maintain itself for the next couple of years because the past 10 years the prices did not surge and at the same time the demand was stagnant".

A dynamic and proficient figure in the realm of real estate, with a wealth of experience that dates to 2013, Manan P. Shah has dedicated himself to expanding and diversifying the business of Man Infraconstruction Limited (MICL Group). As the Managing Director, Mr. Manan Shah is responsible for maintaining positive and trust-based relations with all stakeholders; driving the company's business development & marketing initiatives; overseeing the company's operations, financial performance, investments, and new ventures. His direction has been crucial to the company's growth and success, with MICL consistently exceeding the expectations of its clients.

Being the founder of MICL's real estate division, under his leadership, MICL has successfully diversified its portfolio, with the real estate vertical now constituting around 60% of the company's revenue as of December 2022. Mr. Shah has strengthened the company's real estate portfolio, which comprises ongoing and upcoming projects of approx. 3.0 million square feet of carpet area. Additionally, he has also built a

reputable legacy, 'Aaradhya,' series - a residential branded portfolio of MICL Group, known for its trust and quality.

Mr. Shah has completed his International Baccalaureate diploma from RBK International Academy and pursued his BBA (HONS) degree from Kingston University, London. His involvement in various design detailing and interior aspects of the projects is a testament to his commitment to excellence and customer satisfaction. Under Mr. Shah's leadership, MICL has built a robust track record of delivering all 14 real estate projects ahead of schedule.

His knack for originality in design and proficiency in the industry has helped MICL achieve new heights in the real estate sector. His efforts were recognised when he won the 'Iconic Young Achiever' of the Year 2021 Award from The Times of India and 'Maharashtra's Pillar of Strength Award' by Maharashtra Bal Stambh Awards in 2022. Mr. Shah is also the recipient of 'The Hurun India Industry Achievement Award 2022 in Civil Construction' from the founders of Hurun Global. Since the beginning of his entrepreneurial journey in

Aaradhya Parkwood

Aaradhya EVOQ is a haven of opulence with a delightful view to reminisce forever. An individual can experience privilege in its entirety, with our avant-garde and spacious apartments. The affixed magnificent rooftops would ensure cosy get-togethers like never before. Our bespoke residences offer a tinge of sheek, packed with unmatched amenities and serene street views. The project is a standalone tower, with a highly aesthetically designed façade. Aaradhya Evoq is a luxury residential project located in the heart of Juhu, Mumbai. The project offers 21+ amenities spread over approx. 10,000 SQ.FT is located in the glamorous neighbourhood of Juhu. It is one of the most desirable neighbourhoods in Mumbai, known for its glamour, its beaches, and its vibrant nightlife. Aaradhya Evoq is located in the heart of Juhu, just steps away from all the action. Residents of Aaradhya Evoq will have easy access to the best that Juhu has to offer, including restaurants, bars, shops, and entertainment venues. Aaradhya Evoq offers luxury 3 and 4-bedroom residences. The residences are spacious and well-appointed, with all the amenities you need to live in style. The residences also offer stunning views of the city. Aaradhya Evoq is an address reserved only for the selected few. It is a place where you can live in style and luxury, surrounded by all the amenities you could ever want. It is a place where you can create memories that will last a lifetime.

2013, the company's turnover has grown by nearly 2.5 times in size to Rs. 1,246 crores, while profits have surged by 3.5 times to Rs. 177 crores as of December 2022 compared to the financial year of 2013. This has been possible due to the talented team with innovation in architecture, meticulous attention to detail, and on-site expertise.

The company has forayed into the US markets in real estate development through strategic tie ups with local partner and reputed brand partner. The group has launched highly anticipated 'Edition Residences,' as a part of 'Marriott International's first branded property in Fort Lauderdale, Florida. The Group now plans to establish additional luxury developments in the US soon. Under the guidance of Mr. Shah, MICL is striving to become a premier integrated Real Estate Development company. The company's fundamental objective is to create lifestyles that promote happiness and enable people to live better lives. To achieve this goal, MICL has developed robust in-house execution knowledge and capabilities, which aid in ensuring attention to detail and client satisfaction. In addition, while expanding its presence in the infrastructure sector, MICL is committed to enhancing shareholder value.





Mantra finish projects on time with quality materials in each project, setting us apart. Our record of meeting deadlines demonstrates our reliability.

Rohit Gupta
Chief Executive Officer,
Mantra



Share with us your overall thoughts on the real estate sector in Maharashtra, particularly in Pune, and your expectations for coming months.

The real estate sector in Maharashtra, particularly in Pune, is primed for growth in the coming years. As per the PRS report, the state's Gross State Domestic Product (GSDP) is projected to rise by 10% in 2023-24, reflecting its economic prowess. Rising disposable incomes driven by job growth and pro-growth policies like the Pradhan Mantri Awas Yojana are making homeownership more accessible. The demand for luxury homes is also on the rise, thanks to an increasing number of high-net-worth individuals in the state. Moreover, ongoing infrastructure development, including investments in roads, railways, metro, and airports, is enhancing the quality of life for residents. This development is boosting the appeal of living in Maharashtra.

Flourishing within the dynamic real estate environment of competitive property values and loan rates, the Pune market showcases resilience and growth. As per the recent media reports, March 2023 witnessed a remarkable 20% surge in monthly stamp duty collection, reaching Rs 621 crore. Noteworthy trends encompass increased sales of properties above

Rs 50 lakh, constituting 46% of total sales. Larger apartments (800 sq ft or above) garnered attention, accounting for 27% of transactions. Central Pune, housing PMC and PCMC, continues as a core area for residential transactions, contributing to 80% of deals. West Pune, led by regions like Mawal and Mulshi, contributed 14% of transactions.

Regardless of the challenges, the market outlook remains positive due to robust demand, improved infrastructure, and employment opportunities. The real estate sector in Maharashtra is seamlessly aligning growth factors, making it an attractive prospect for both residents and investors.

Where are you laying more thrust on – Residential or Commercial or Retail? Which segment are you most excited about?

Our primary focus is definitely on the residential segment, a strategic choice that reflects both market trends and our vision for sustainable urban development. We are particularly excited about luxury residential offerings within this segment. This specialized focus aligns with the growing demand and discerning preferences of individuals seeking a blend of luxury and comfort in their living spaces.

The residential sector, with its dynamic demands and evolving preferences, provides us with a significant avenue to contribute meaningfully to the community. We are enthusiastic about the opportunities it offers to create transformative projects that not only address housing needs but also enhance the overall well-being and lifestyle of residents.

What is your mantra to sell Real Estate?

Count on us to keep our promises. We're known for timely project completion using quality materials, which sets us apart. Our reliable track record in meeting deadlines speaks for itself. Our homes are designed to be practical and comfortable, making the most of every space. We're passionate about innovation and sustainability, offering 100% electric vehicle charging facilities. Our successful projects and glowing customer reviews make us the choice for savvy property seekers.



At Mantra Mirari, every experience is filled with luxury. Our thoughtfully designed homes, ranging from 3 to 4.5 BHK residences and 3 BHK sky villas, offer spacious, well-lit, and efficient living spaces. These homes maximize every inch, ensuring comfort and functionality.

Complementing our homes is a diverse range of amenities that create lasting memories and leave a strong impression on your guests. With Mantra Mirari, you're not just choosing a home but embracing a life beyond the ordinary. Join us and celebrate the extraordinary every day.



Mantra Meraki offers an unforgettable experience, where the luxury of space takes center stage. From beautifully crafted, spacious homes to a wealth of luxurious amenities and a prime location surrounded by open spaces and greenery, every detail is a labor of love, designed just for you.

Located in Akurdi, right at Khandoba Mandir Chowk on the old Mumbai Pune highway, Mantra Meraki provides not only one of the best locations in PCMC but also swift access to top schools, retail, entertainment, hospitals, and workplaces. Striking a perfect balance between work, personal life, and social needs, everything for a perfect lifestyle is just minutes away.

Beyond offering the luxury of space, Mantra Meraki presents significant investment potential. Your gateway to an extraordinary living experience awaits.

Mantra prioritize innovation and sustainability, even providing 100% electric vehicle charging facilities. Our proven project success and positive customer feedback resonate with potential property seekers.

Ambit Realtors & Developers



Rajendra Sharma
M.D.
Ambit Realtors
& Developers

“I envision a real estate sector in Mumbai that thrives on innovation, sustainability, and enriching the lives of its residents”

Vision & mission

Vision- We at Ambit aim to lead Mumbai's real estate sectors with innovation and expertise.

Mission- Creating exceptional spaces for diverse markets. Delivering value and excellent returns for our investors.

Ambit Realtors and Developers embodies a harmonious fusion of unwavering values and uncompromising standards. With a commitment to unparalleled quality, impeccable integrity, and a detailed focus on our esteemed clientele, we proudly present a realm where luxury and professionalism intertwine, elevating your real estate experience to extraordinary heights.

At Ambit Realtors and Developers, we firmly believe that every home holds the promise of a new beginning—a fresh chapter brimming with priceless opportunities. Inspired by this notion, our tagline "Values, That Add Value" reflects our dedication to enhancing the lives of our esteemed clients. As a distinguished name in the realm of residential and luxury property developers, boasting an impressive portfolio of over 1,125,000+ square feet of developed and re-developed area, we pride ourselves on curating spaces that not only elevate your lifestyle but also uphold a sustainable environment. Embracing the ethos of refined living, Ambit Realtors and Developers meticulously craft residences that exude sophistication and grandeur.

Rajendra Sharma, an accomplished first-generation business leader, brings an illustrious track record of 25 years in the real estate and apparel industries. Fueled by his deep-rooted passion for constructing superior homes that cater to all segments of society, Sharma's unwavering dedication, tireless work ethic, exceptional leadership acumen, and visionary mind set propelled him to establish his own esteemed real estate organization. His philanthropic spirit and compassionate nature have instilled in him a firm belief in promoting equality across all strata of society, with a particular emphasis on his vision of creating a "Slum-free Mumbai," which serves as the guiding principle of our organization.



Latest Trends in the Real Estate Sector

The real estate sector is undergoing a continuous evolution, and several noteworthy trends are reshaping the market landscape. These trends are defining the way we approach real estate today:

- **Surging Demand for Luxury Homes**
- **Growing Focus on Sustainable Homes**
- **Rise of Mixed-Use Developments**

These trends reflect the evolving preferences and aspirations of modern homebuyers and investors. As the real estate sector continues to evolve, staying attuned to these developments enables individuals to make informed decisions and navigate the dynamic market landscape with confidence.

Rera No. P51800052265



Real estate in South India

The cities of South India have long been recognized for their stable and thriving economies, serving as a catalyst for the real estate boom. The establishment of a strong IT sector, coupled with the emergence of a dynamic start-up culture, has created a fertile ground for economic prosperity. Consequently, South Indian cities have become magnets for job seekers, further fueling the growth of the residential real estate market.

UPGRADING LOCATIONS & LIFESTYLES, THE RAMA WAY

While Pune's skyline has transformed immensely, since the turn of the century, the evolution in people's lifestyles has been immense. Rama Group, a name that has made key contributions to Pune's real estate journey, has become the symbol of this upgrade story at some of the most incredible locations across Pune – from Hinjawadi to Ravet and from Moshi to Tathawade. Here's an interaction with Mr. Moti Panjabi, Director, Rama Group, as he explains how 'upgrade' is set to be the biggest emotion driving real estate in the near future, while further elevating Rama Group's reputation as one of Pune's biggest real estate developers.

WHEN & HOW DID AN 'UPGRADE' BECOME THE MAIN FACTOR IN HOME BUYING?

India is a land of people with ambitions and aspirations. In fact, this value gets passed on from one generation to another. And it is this aspiration and ambition that we now call an upgrade. From the smallest of choices to the biggest of decisions, everything that people do is to achieve an upgrade. The best part is this upgrade is an emotional delight. It makes the buyer feel better and happier. And so, the buyer seeks to own this upgrade with a home that has the vibe of a future-ready creation.

It is based on this philosophy of creating today while looking ahead that helps us identify locations and craft homes that give people the upgrade they desire. At Rama Group, we have always believed in fulfilling this desire of people to upgrade with homes and spaces that truly elevate their living standards and the sense of fulfillment. In fact, we have also focused on upgrading locations, by adding modern communities with a lot of facilities to the neighborhood. This is reflected in how Hinjawadi Phase III and Moshi, Ravet,



Moti Panjabi
Chairman & MD,
Rama Group



That hawade have evolved in recent times, to become the preferred choices of urban home buyers.

Whether it is bachelors, couples, nuclear families or even joint families, the decision to upgrade their home has been a crucial driver in Pune's booming real estate scenario and this trend of 'upgrade' is here to stay.

WHAT DOES RAMA GROUP OFFER IN HINJAWADI THAT MAKES IT THE PREFERRED UPGRADE PROVIDER?

In our search for locations that can grow and offer an upgraded living experience, The IT belt on the west of Pune featured prominently. This is what led to Rama Group building projects at Hinjawadi - Pune's biggest IT hub. Rama Group has 3 incredible projects in Hinjawadi Phase III. The idea of choosing Hinjawadi Phase III as a location is to ensure that the people working in Hinjawadi's booming IT sector can walk to work, without having to face traffic snarls. Even that is considered as a lifestyle upgrade by the people.

Melange Residences, Fusion Towers and LIVMO are three residential projects that are redefining the skyline and lifestyle of Hinjawadi. While all three projects offer excellent connectivity to all the prominent workspaces, schools and lifestyle destinations of Hinjawadi, on the other side they offer easy getaway to Mulshi and Lavasa, due to their location in Hinjawadi Phase III.

Fusion Towers at Hinjawadi Phase III offers cosy

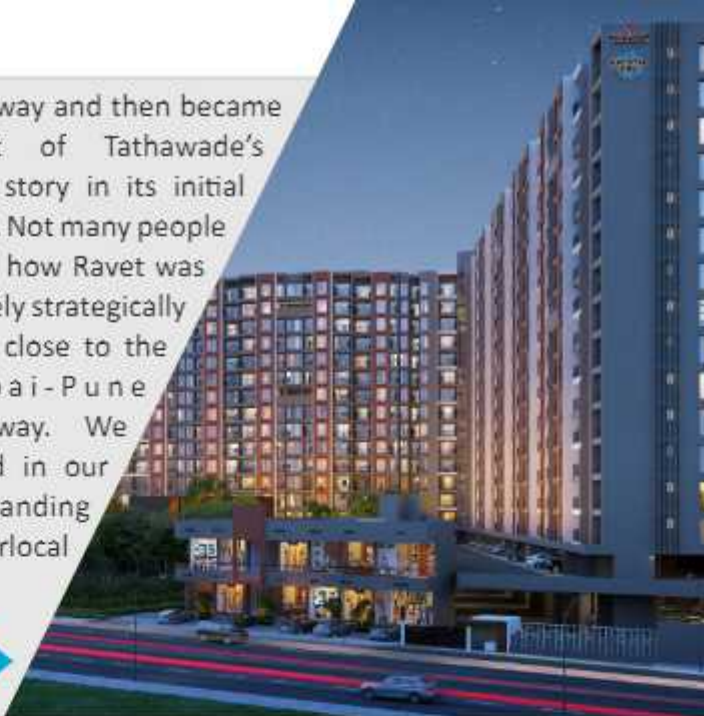
2 RHK Homes in a community of 400 like-minded families. Launched in 2018, the project has over time, delivered on its promise of modern urban living in an amenity-rich project that nurtures togetherness for a predominantly IT community that stays away from their hometowns. Fusion Towers also offers Plug-In Homes where every 2 BHK comes pre-fitted with 8 utility branded appliances that further enrich the indoor living experience. From refrigerator to air conditioner and more, Plugin Homes add another level of upgrade to the homes and lifestyle at Fusion Towers.

LIVMO is a smart, new-age project which offers feature-rich 1 RHK, a unique offering in the neighbourhood. While LIVMO also offers 2 RHK homes, we came up with the idea of a 1 RHK at Hinjawadi because that's what was the biggest missing piece of Hinjawadi's real estate jigsaw. It is the perfect fit for both bachelors and couples, who form a big part of the IT community of Hinjawadi, looking to find a home close by. While the configuration of 1 RHK is something that really suits them but isn't easily available around, the many youthful amenities that we offer with the homes – more than 30 amenities – make LIVMO an urban address of upgrades.

HOW HAS RAMA BEEN A KEY CONTRIBUTOR TO THE UPGRADE OF RAVET & TATHAWADE?

Rama Group has always believed in identifying new locations that have great potential for growth. In fact, two such massive success stories in our timeline have been Ravet and Tathawade. We are extremely proud of how we identified Ravet before anyone else as the next big upgrade story along the Mumbai-Pune

Expressway and then became a part of Tathawade's growth story in its initial journey. Not many people realized how Ravet was extremely strategically located close to the Mumbai-Pune Expressway. We believed in our understanding of hyperlocal



dynamics and launched Celestial City at Ravet. Today, it is one of the first gated communities in the location and was planned with an eye on the evolving urban lifestyles of modern families.

It has a bouquet of amenities that cater to all members of a family and offers 2, 3, and 4 BHK apartments with thoughtful indoor designs and utility features. It has become the face of modern Ravet in recent times.

Another such location is Tathawade, just off the Pune-Bangalore Highway. Our latest project, Metro Life, is a truly cosmopolitan development. We started developing it back in 2019 when the location was clouded with doubts among the real estate fraternity, as a destination of premium living. High-rise towers, 2 and 3-BHK stylish apartments, and amenities that nurture the needs of today's urban residents are what make it an upgrade that everyone has loved, since the launch of the project.





Sujay Kalele
MD & CEO,
TRU Realty

"TRU Realty confronts core challenges such as untimely project delivery, transparency deficits, accountability issues, and fragmented cost structures".

Share your thought about the Real Estate sector, particularly in Mumbai, and your expectations in the coming months?

The Indian real estate sector is a significant contributor, making up around 6-7% of the country's GDP. It encompasses various property types and attracts both domestic and foreign investments. Digitization has transformed the industry, offering information accessibility and informed decision-making.

Key trends driving the sector include sustainable developments, gated communities, enhanced amenities, low mortgage rates, and government support for low-income housing. Mumbai, a thriving real estate market, is expected to see trends like affordable housing, technology-driven homes, luxury living, sustainable housing, suburban developments, and co-living spaces in 2023.

The sector is in a constant state of evolution, making it crucial for developers, investors, and homebuyers to stay informed and adaptable to succeed in this dynamic market. Government policies and economic conditions will also play a significant role in shaping the industry's future.

How has TRU Realty communication evolved over the years?

TRU Realty, established in August 2018 in Pune, is a forward-thinking real estate development company at the intersection of technology and industry expertise. With a mission to revolutionize the real estate sector, TRU Realty confronts core challenges such as untimely project delivery, transparency deficits, accountability

issues, and fragmented cost structures.

Our approach is comprehensive and inclusive, engaging stakeholders across the real estate spectrum. This encompasses home buyers, channel partners, contractors, consultants, vendors, suppliers, and independent professionals. TRU Realty seeks to infuse transparency and efficiency into every facet of the industry.

For home buyers, TRU Realty offers online project updates, access to auxiliary services, legal counsel, and support, empowering informed investment decisions. Real estate brokers receive technological support, pricing assistance, capacity-building opportunities, and transparent documentation tools.

Additionally, TRU Realty creates opportunities for various professionals within the real estate ecosystem through an open and equitable bidding and selection process.

Our innovative tech-enabled products, such as TRUPAY, TRUSource, Collaboration tools, and TRU MULTIPLY, enhance stakeholder experiences. Transparency extends from project manuals to third-party quality assessments, fostering trust and quality assurance.

In recognition of our rapid progress, TRU Realty received the Emerging Company of the Year Award in 2020, just two years after inception, affirming our commitment to reshaping the real estate landscape.

Where are you laying more trust on – Residential or Commercial? Which segment are you most excited about?

At TRU Realty we are deeply engaged in both

residential and commercial real estate development. Over the past five years, we've achieved steady growth, underpinned by our unwavering commitment to trustworthiness and sustainability. Currently, approximately 80% of our projects fall within residential development, where we prioritize Quality Assurance, Ethical Business Conduct, a Customer-Centric Approach, Sustainability Initiatives, and Customer Support.

In parallel, we're strategically exploring opportunities in commercial real estate development, ensuring that our trust and sustainability values remain at the forefront. Our approach here involves rigorous Market Research, Expert Consultation, and Strategic Planning.

Across both residential and commercial sectors, we maintain a consistent commitment to core principles, including Consistency Across Sectors, Sustainable Features, Brand Communication, Community Engagement, Risk Mitigation, Legal Compliance, and Customer Delight.

We believe trust and sustainability are more than buzzwords; they are the foundational pillars upon which our future is built. Our aim is to contribute meaningfully to the growth and prosperity of the communities we serve, all while creating lasting value for our stakeholders.

Brief us about your latest completed projects, ongoing projects, and pipeline project.

Kekarav – Bhavdhan Pune

Kekarav, a prestigious gated villa community spanning 36 acres, boasts 197 exclusive villas with 3, 4, and 5 BHK configurations, ranging from 2,400 to 6,000 sq. ft. Nestled amidst picturesque hills on three sides, the development offers stunning green vistas and overlooks the neighboring Oxford Golf Course, creating a tranquil hill station ambiance. Its strategic location provides easy access to the Rajiv Gandhi Hinjewadi IT Park.

It emphasizes sustainability with a natural freshwater lake holding 1 crore liters of water and an advanced water treatment plant using UV and RO technology to recycle water for common areas and households. The roads feature innovative bitumen technology combined with waste plastic for durability and eco-friendliness. Modern amenities include an infinity pool, Miyawaki Forestation, jogging tracks, solar energy utilization, smart water meters, solid waste treatment, and biogas generation. Kekarav offers



a harmonious blend of modern comforts and rustic charm in a pollution-free environment, making it an ideal residential destination in Pune.

Vaarivana – Urse Pune

Vaarivana, an exquisite 3 & 4 BHK villa community spanning 247 acres in Urse Central. These independent villas feature double-height living rooms, private terraces, garden spaces, and optional plunge pools. Just 20 minutes from Hinjewadi IT hub, it offers a hill station-like environment. Thoughtfully designed with impeccable infrastructure.

Mindspace Villas - Khadakwasla

Customize your dream bungalow in our gated community with well-connected 9mtrs & 12mtrs internal roads. Enjoy modern amenities including a Club House, Swimming Pool, and Landscaped Garden. Escape the city's hustle and bustle to live in nature's embrace, surrounded by hills and Khadakwasla dam backwater. Experience unique water views and oxygen-rich homes.

Awestrums Life – Andheri Mumbai

This prominent location offers robust infrastructure, diverse recreational options, upscale dining, and access to esteemed healthcare, education, and retail. Near Andheri Station & D.N. Nagar Metro, it connects seamlessly via SV Road and Western Express Highway. Our premium project boasts Vaastu-compliant units, top-notch rooftop amenities, and ample parking.

Spectrum Life – Santacruz Mumbai

In prime Santacruz West, our residential project offers 2 BHKs and 3 BHKs with top-notch amenities and excellent public infrastructure. Proximity to Santacruz railway station, the proposed metro, schools, hospitals, restaurants, and hotels within 1-2 km makes it an exceptional choice. The project includes 2 Basements + Ground + Podium + 8 floors.

"Maestro help real estate developers and landowners with comprehensive end-to-end solutions such as growth strategies, land acquisition for their business expansion, sales, and marketing to CRM".

Nitin Gupta
Founder & Managing Director,
Maestro Realtek



About Maestro

As a strategic partner, we at Maestro help real estate developers and landowners with comprehensive end-to-end solutions such as growth strategies, land acquisition for their business expansion, sales, and marketing to CRM. With our expertise in velocity selling, we aim to accelerate your sales as rapidly and effectively as possible. Furthermore, with our technology, data analytics, and market-driven solutions, we secure significant profitability and remarkable cash flow.

Our Mission

Be a progressive and growth focused company driven by passionate professionals that creates impact to create value for its stakeholders

Our Vision

To be the leading real estate brand of India and assume a leadership position by setting a new benchmark in all aspects of its operation thereby earning greater goodwill.

Our Values

Creating a lasting impact On the businesses for all the stakeholders involves thus making Maestro Realtek a leading company in Real Estate sector.

Real Estate Marketing Trends and Its Evolution Over the Years

Real estate marketing has evolved from simple direct sales campaigns to more complex strategies. Digital and tech innovations are the reigning trends in Real estate marketing. Sales and revenue generation are the life wire of all businesses, including real estate. Therefore, lead generation and new customer scouting areas are a necessity. Real estate marketers must continuously keep up with emerging trends to reach new customers, drive sales, and close more deals. The days of newspaper ads, hoardings, and direct mail are gone. Technology advancement and recent events have changed the modus operandi of sales campaigns. Real estate marketing had to adapt by evolving to complex multi-channel digital campaigns to keep up with emerging trends. This article describes the changes in real estate marketing trends over the years and how realtors have adapted.

Timeline Of Real Estate Marketing Trend Evolution

Traditional channels such as newspaper ads, outdoor adverts like billboards, and signage posters on cars and buses were very popular during the late 90s and early 2000. They enabled home buyers to gain insights into real estate products that meet their needs at that time while allowing developers generate more leads. In addition, advertisements in the newspaper and

radio yielded a considerable amount of interest from customers concerning a project.

The use of traditional channels progressed from 2000 to 2007 before the real estate market experienced a downturn due to the recession. From 2010 to 2014, substantial amounts of money were invested in billboards and offline marketing.

The advent of the digital era introduced websites as marketing media. As more people accessed the internet, searching for terms online to gain insights became prevalent. From 2014 to 2018, hoarding and portals were still active while print ads became less popular. Realtors saw internet as an avenue to communicate real estate products to more communities. It paved the way for property portals for realty sales in the early 2000s.

Property portals are websites developed to engage real estate developers and buyers. Landowners and property developers could then list their products on online portals for buyers to see. This channel has continued to evolve over the last decade. Developers now own websites where they list all products.

The Real Estate Regulation and Development Act of the Parliament of India was introduced in 2013 as the realty sector advanced. The bill, which became law in 2016, seeks to protect home buyers and boost investments in the real estate industry.

The Act provides guidance for Real Estate Regulatory Authority and other relevant authorities on real estate project and agent registrations. It also states the functions of realty promoters and the rights and duties of allottees.

The passing of RERA into law brought a revolution in real estate marketing activities in India from 2017 to date.

Over the course of 2018 to 2020, digital marketing was a major factor in sales. 70% of purchases were made through channel partners, prompting activation strategies like introducing CP slab schemes.

How the covid-19 pandemic changed real estate marketing?

The real estate market continued to thrive with property portals, and developers began to adopt new digital marketing trends. However, the overhead cost as much as the market was mostly CP-driven. Most of the revenue came from avenue around 2018 and 2020 before the COVID pandemic.

Although there was a marked slowdown in 2020 due to the pandemic, real estate marketing experienced a

total turnaround.

The marketing approach changed during the COVID pandemic when developers needed new communication channels to reach people. The lockdown brought a total turnaround in real estate marketing.

Digital marketing became widespread. Home sales trends changed, introducing tech innovations like virtual house tours and video marketing. Researchers shows that people became more open to virtual real estate shopping during and after the pandemic.

From 2021 to 2022, strategic partnerships came into the picture. Most developers began to join various mandate firms to get high-velocity sales and successful product launches.

How real estate developers have benefited from strategic partnerships?

Strategic partners have changed the traditional methods of selling real estate and broadened sales pipelines by leveraging digital products and services.

They work like a consultant in real estate marketing, to ensure that the products reach to customers. Strategic partnership is more like co-branding providing sales, implementation, and customer support services. They help real estate developers generate revenue and increase their market share by distributing the product and enhancing sales velocity. This marketing trend is more complex and ever-evolving than others.

Through strategic partners, developers can access CP distribution channel, agents, best agencies, customer support, value-added resellers, affiliates, and tech solutions. They can leverage these opportunities to increase sales and build a strong brand voice.

Increased sales velocity helps developers save up to 12-14% on construction costs, which yields better IRR. Strategic partnerships provide expert services in marketing strategies, CP networks, and CRM operations. With these services in place, developers can focus on core competence, knowledge, and data-driven decision-making.

Bottom Line

A strategic partner like Maestro Realtek in real estate can provide a range of services that help to maximize the return on investment for any unsold or stacked inventory, project, or development. They can offer marketing, advertising, and sales strategies that help to generate fast sales and cash flow, as well as assistance in pricing, negotiations, contracts, and other aspects of the real estate transaction.

Mr. Gopal Sarda: Charting a New Path in Real Estate Leadership



Gopal Sarda
Founder & CEO
Vibe Realty Pvt. Ltd.

In today's fast-paced and highly competitive business world, having strong and inspiring leaders is more important than ever. These leaders have a special ability to navigate challenges, seize opportunities, and guide their organizations to success. They make smart decisions and motivate their teams to achieve impressive goals.

Gopal Sarda, the Founder and CEO of Vibe Realty Private Limited (VRPL), and former Group CEO of Kolte-Patil Developers Ltd, is a distinguished figure in the real estate industry. In the real estate industry, which has faced some real tough times, Mr. Gopal Sarda stands out as a remarkable business leader. Despite his relatively young age, Gopal Sarda is seen as a "Thought Leader" in real estate because of his impressive knowledge, achievements and innovative ideas. He generously shares his insights and views through various channels like panel discussions, magazine articles, and social media posts.

His outstanding leadership during challenging times in real estate helped him start his own business journey. He has a well-rounded approach to business, including strong sales and marketing strategies, smart financial practices, and a dedicated focus on executing projects successfully. His ability to handle uncertainty, take calculated risks, and make the most of new opportunities has established him as a trailblazing entrepreneur in the ever-changing real estate world.

Recognized for his outstanding contributions, Mr. Sarda has been honoured with prestigious awards such as 'Asia's Greatest Leaders 2017' by Asia's Greatest Leaders, 'Young Achiever of the Year' by Realty Plus in 2018, and 'CEO of the Year 2018' by Asian HR Leadership Awards, 'Achievers of Maharashtra 2020' by Sakal Media Group, '40Under40 Leadership Award 2022' by Realty Plus, 'Realty Personality of the Year 2023' by ET Realty.

A people-oriented leader, Mr. Sarda values spending time with colleagues, learning from their perspectives, and empowering their professional and personal growth.

Would you like to share with us the journey of Vibe Realty so far?

In September 2021, we initiated the establishment of Vibe Realty, a venture that encompasses two parallel entities. The first is Vibe Real Estate Services Pvt Ltd., a comprehensive capital-to-consumer (C2C) real estate services company that primarily focuses on Development Management (DM) and Sales mandate projects. The second entity is Vibe Realty Pvt Ltd., a real estate development company dedicated to projects involving Private Society Redevelopment, Outright, Joint Venture and Joint Development projects.

Commencing with a modest team of just four members, Vibe Realty has swiftly expanded within a short timeframe. Currently, the organization boasts a robust workforce of 75 professionals spanning across all corporate functions and maintains offices in both Mumbai and Pune.

Under the C2C/DM services model, Vibe Realty has successfully undertaken 10 projects from various developers in Pune and Mumbai over the span of 20 months, generating a sales value of over Rs 600 Crores. Additionally, within our development arm, VRPL has secured four projects (3 redevelopment and 1 Commercial project) at prominent locations of Khar, Bandra, Goregaon and Andheri in Mumbai. These projects are presently progressing through various stages, including Definitive agreement signing, design, and approvals. The company anticipates the launches of these projects in the forthcoming quarters.

Please share what inspired you to start VRPL and the initial challenges faced?

Taking a leap into the entrepreneurial journey isn't a decision made in a single moment; it's the result of many experiences and factors coming together. For me, it was a mix of having an entrepreneur mindset, being able to see opportunities in chaotic situations, having a deep knowledge base, years of experience in leadership roles, and having a great team to work with. All these factors pushed me to start something new, which is now known as VRPL.

But, as they say, new beginnings are often

accompanied by challenges. In our case, some of the major obstacles we faced included making a name for ourselves in the highly competitive market, attracting the right people to join our team, setting up efficient systems, securing the initial funding for our business, and earning the trust of our stakeholders. During our journey, we've managed to overcome each of these challenges and make progress.

What do you think does differentiate Vibe from your peers?

Vibe Realty's differentiation lies in four key areas: niche positioning, robust infrastructure, product leadership, and operational excellence. Our strategic focus on the redevelopment niche capitalizes on abundant opportunities with limited competition. With a well-established infrastructure led by experienced teams, we ensure best-in-class business processes. We excel in product innovation and design, aiming to provide exceptional living experiences. Our commitment to operational excellence, seen in standardized processes and meticulous project planning to execution, ensures successful outcomes in all aspects of our operations.

Can you shed some light on your leadership philosophy?

My approach to leadership centres on building trust with each member of our team to help us achieve our company's goals. I strongly believe that when employees have the freedom to take ownership and lead in their roles, it not only fosters a productive and positive work culture but also has a meaningful impact on our business. Contrary to common belief, you can achieve excellent business results by promoting accountability without constantly micro-managing the team's work.

As a leader, I recognize the importance of knowing when to step forward and when to step back. I'm always willing to place trust in the team and understand that mistakes can happen as part of the organization's growth process. However, I also make sure to help the team understand the potential consequences of those mistakes on our business. I firmly believe that together, we can achieve more.

How does Vibe Realty look to leave its mark on real estate sector?

Established in September 2021, Vibe Realty is a modern real estate development and services

company that sees homes as more than just places to live; they are spaces where dreams and aspirations take shape. With a dedication to meeting international standards and a strong set of values, our goal is to craft exceptional living spaces that truly resonate with homeowners.

At the heart of Vibe Realty's philosophy is our commitment to delivering homes that cater to the practical needs of homeowners. Our approach is built on attention to detail, innovative design and technology, exceptional quality, and a strong focus on completing projects in a timely manner, all aimed at ensuring our customers' satisfaction.

Our mission at Vibe Realty is to craft exceptional spaces designed for today's buyers. We aim to go above and beyond to meet customer needs, enhance lifestyles, and ensure customer satisfaction through careful attention to detail, transparent processes, and a strong commitment to delivering projects on time.

Now that VRPL has signed 4 projects, how do you look at positioning VRPL in the industry?

At Vibe Realty, we stand out in the real estate landscape with our unwavering commitment to brand visibility, bolstered by a strong promoter background. Our strategic acquisition approach to careful assessment during project acquisition will fuel our growth, that will ensure strong profit margins. Our design prowess sets us apart, allowing us to create spaces that are not just structures but living experiences. Discover Vibe Realty, where visibility meets financial strength, strategic acquisitions drive profitability, and design skills transform spaces into dreams.

Strong knowledge base backed by an experienced leadership team led by seasoned professionals with decades of experience with reputed real estate brands forms the backbone of VRPL's prowess in the real estate sector.

How do you stay innovative and competitive in your industry, and what strategies do you use to adapt to changing market conditions and customer needs?

Competition sparks innovation, driving us to find fresh, better ways of doing things. Yet, the key to our success lies in understanding our customers deeply. We take the time to grasp their likes, needs, and desires regarding their homes. Our customer-centric approach means we create homes tailored precisely to their preferences, cultivating loyalty, and driving our market growth.

In the wake of the pandemic, home preferences have shifted significantly. This has underscored the importance of adaptability. We've learned to adjust our strategies to meet these evolving consumer demands effectively.

This customer-focused, adaptive mindset remains at the core of our business philosophy, ensuring we continually meet and exceed customer expectations, fostering lasting relationships, customer loyalty and continued success.

What are your views on corporate governance while running your company?

Corporate Governance is core to our philosophy to create a culture of accountability, transparency, trust, and risk management.

Corporate governance at Vibe is meticulously managed through a network of trusted firms and experienced and renowned industry professionals and all key corporate functions are formalized with dedicated team leads.

Our commitment to excellence extends to project selection, involving deep market analysis, customer insights, rigorous risk management, robust legal framework, product innovation, and cash flow analysis, all underpinned by standardized processes for effective deal evaluation and due diligence.

"Mr. Gopal Sarda is a prominent and visionary business leader in the real estate sector, known for his remarkable achievements and strategic outlook. He possesses a proven track record of excelling in capital allocation, structuring unique deals, generating robust returns, and executing long-term blueprints. He emphasizes a leadership philosophy built on trust and empowerment, fostering a culture of innovation and calculated risk-taking, ultimately driving the success of Vibe Realty Private Limited."



aludec Jet black is the new black

Setting new trends

The little black dress or all black – what has been a classic in fashion for decades is now also becoming increasingly popular in interiors. Monochrome, tone-in-tone living spaces have a relaxing and calming effect.

Black furniture and accessories give rooms a refined and puristic look. It lets other colours shine and yet does not dominate, but remains in the background – simple, plain and cool.

We at aluplast have also taken up this trend for our window profiles. The new and high-quality Jet-Black surface not only suits the monochrome black furnishing trend of Bauhaus-style inspired buildings, but also as a supporting element for large-scale glass façades in urban environments.

The new surface is scratch-resistant and easy to clean. And the patented Cool Colors plus technology prevents heat from being absorbed by the surface due to solar radiation and prevents the profiles from heating up.



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SCAN FOR MORE INFO!



**UNIQUETM
SPACES**
BUILT TO DIFFER

Sumit Tayal
Managing Director
Unique Spaces

**A 10+ Year Young Legacy of Adding
Innovations to the City's Skyline**

Unique Spaces - Creating Marvels Built To Differ

In a world in which numbers are everything, they do have those too. Think 10+ years of sustained growth, 1.6 million sq. ft. of spaces delivered, and 10+ landmark projects that house well over 1,500 extremely joyous residents. But mere numbers are not what they're here for. For they're here to change and upgrade the very foundation of human experience itself.

Yes, you guessed it correctly. We are indeed talking about the real estate developers known as Unique Spaces. In a very short span of time, they've not only added value, but also a distinct flair to the city's skylines no less.

Envisioned and brought to life by architect and realtor Sumit Tayal, Unique Spaces has been on a relentless quest to transform people's lifestyles from the very grassroots. By giving people new and exciting lifestyles to look forward to, they're not only upgrading the lives of their own residents, but also the very prominence of the localities surrounding their projects no less.

As of now, Unique Spaces is parent to two very well known brands, namely, K Better Homes and Flow. Amongst these, K Better Homes is a brand responsible for constructing thoughtfully-designed premium homes. On the other hand, Flow is a commercial spaces brand that is all about building Premium Retail Spaces. Together, these two brands are not only

transforming the many ways in which the residents of this city have perceived residential and commercial spaces, but also are they actively redefining the city's skylines in ways heretofore unheard of

K Better Homes

The letter 'K' in 'K Better Homes' stands for Karma. An organizational philosophy that has been firmly rooted in the ancient Indian philosophy of 'Karma', which says that what goes around, comes around. At K Better Homes, Karma is more than just a philosophy to live by; it's the very lifestyle that everyone lives, breathes and swears by. This Karma is represented powerfully through their powerful four key pillars of quality and delivery, namely, Better Designs, Better Build Quality, Better Experience, and Better Transparency. Combined together, these pillars form the very foundational structure for what makes 'K Better Homes' the brand that everyone blindly relies on, in ways that astound, impress and surprise even some of the most established realtors out there.

Endeavouring to deliver better homes and better workspaces, K Better Homes is all about enriching lives, and enhancing lifestyles as well. Completely dedicated towards transforming people's life experiences to reflect endless style, substance and opulence; K Better Homes are not only here to set all new benchmarks, but also are they here to build entire ecosystems to go along with them.

The core belief system driving K Better Homes is

the idea that 'Better Is ALWAYS Possible'; a firm belief that there is always a better way to do something, and that one only needs to put in the requisite amount of efforts to discover the same. Driven forward with the sole objective of crafting mindfully-designed spaces - whilst also modernizing living standards everywhere - K Better Homes is pursuing the never-ending pathway to excellence, one small brick at a time.

Flow

Prosperity is meant to flow; in a way that goes on forever without end. This right here is the very reason that Unique Spaces named their commercial spaces brand as 'Flow.' An ode to flowing abundance and infinite prosperity. A tribute to endless growth; and constant, continuous, and consistent progress no less. Premium Retail Spaces by Flow are an absolute joy to behold. Magnificently crafted to make retail operations utterly seamless, Flow combines the benefits of Better Accessibility, Maximum Visibility, Better Location and Thoughtful Design to create a shopping hub that is truly unparalleled in its many myriad offerings. Designed to be the perfect choice of business investment, Flow is not only a place for

the shopaholics to unite, but also a complete and fulfilling lifestyle destination in and of itself.

Whether it is Flow Bavdhan that has become the locale's very own High Street, or all of the up and coming Flow spaces that have been custom-crafted to redefine the very ways in which retail is done, Flow is a cozy space for those who live life fast-paced.

To conclude things, Unique Spaces is here to craft unmatched lifestyle solutions that are changing the very landscape of this city. Or, in the words of its founder, Architect Sumit Tayal, "If it's good and worth creating, we'll be there to bring it to life against all odds."

You can expect them to give this city's skyline a facelift in the times to come ahead, because they surely wouldn't be settling for anything as much as an iota less.





**India's Most Qualified
Real Estate Developer,
World Record Holder!
National Best Selling
Author**

Dr. Adv. Harshul Savla
Managing Partner
M Realty

How do you see the prospects for your company, and the real estate sector in Mumbai as well as in the rest of Maharashtra?

Food, Clothing and Shelter are basic human needs. We always aspire for better standard of living for our family; hence the prospects of Real Estate Sector in Mumbai and rest of Maharashtra are extremely bright and positive as can be seen from recent sales.

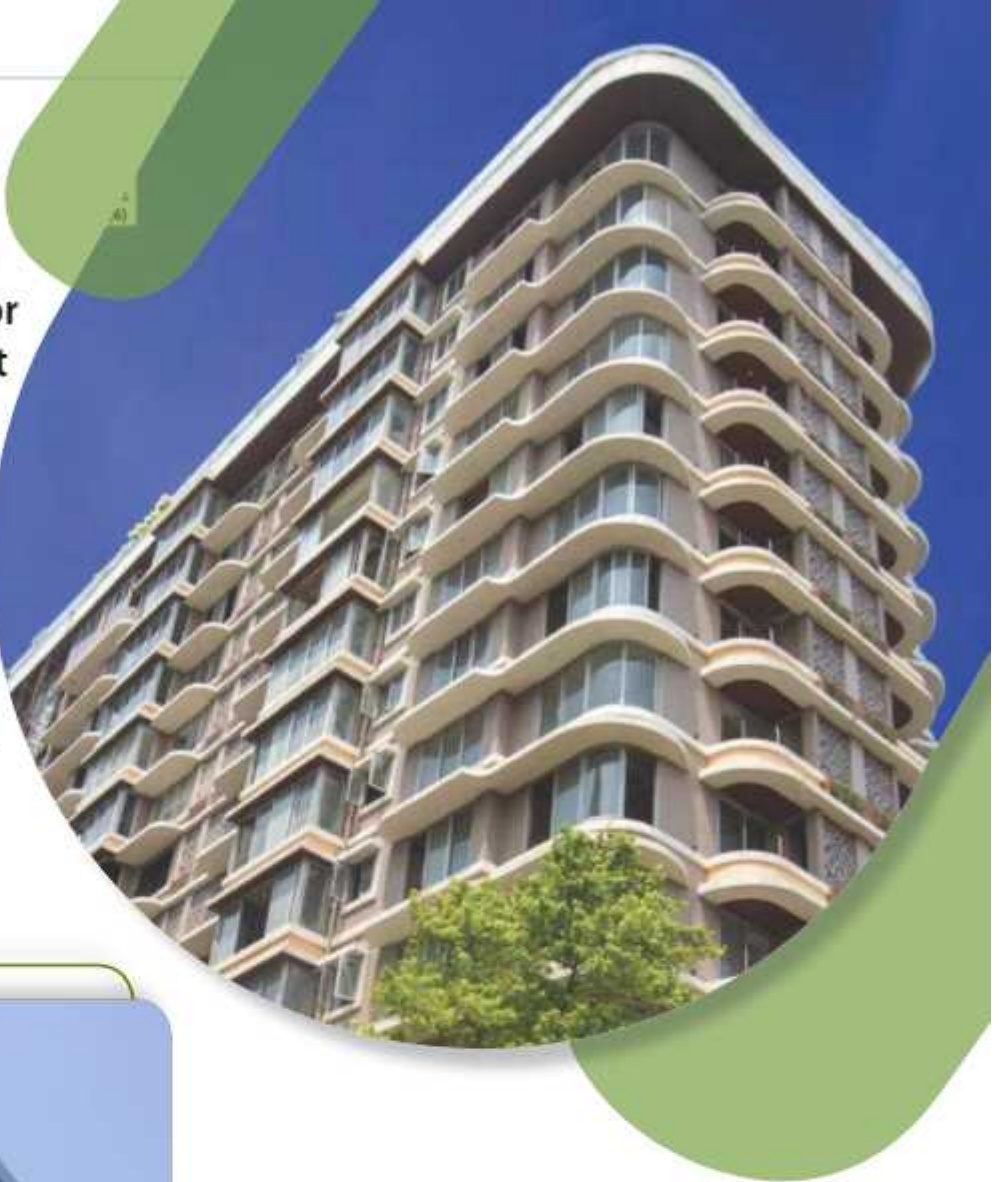
Please give a brief history and current overview of Suvidha Lifespaces and its operations in the field of Construction?

Suvidha Lifespaces (M Realty) has been into Real Estate Development business for last 35 years, across 3 Generations and has delivered more than 2 million sq.ft. across Mumbai city. Our upcoming projects are in premium locations of South and Central Mumbai namely – Marine Lines, Charni Road, Dadar East Hindu Colony, Dadar East Parsee Colony and Worli.



Where are you laying more thrust on – Residential or Commercial? Which segment are you most excited about?

While Residential is the flavor for almost all developers given the cashflow ease it provides, we are laying equal thrust on Commercial as Mumbai is a financial capital and every residential development needs to be complemented with quality non-residential developments too.



Brief us about your latest completed projects, ongoing projects and pipe line projects?

Recently Completed Projects

- M19 – Matunga East
- Suvidha Pearl – Vile Parle East
- Suvidha Emerald – Prabhadevi
- Suvidha Square – Andheri West
- Suvidha Jewel – Mulund East

Upcoming Projects : Marine Lines, Charni Road, Dadar East Hindu Colony, Dadar East Parsee Colony and Worli.



Vishal Agarwal
Managing Director,
Krisala Developers

Krisala Developers: Building Excellence and Receiving Honours

In the realm of real estate, where trust and transparency can be as elusive as they are essential, Krisala Developers has emerged as a beacon of reliability. With a decade of unwavering dedication to crafting superior homes and pioneering construction solutions, Krisala Developers has carved a name synonymous with trust, excellence, and innovation. After achieving numerous accolades after their exceptional contribution in the real estate industry, the organisation shows no signs of slowing down. They are set to receive yet another award for their remarkable performance with their outstanding projects.

As we celebrate their well-deserved recognition, let us delve into the remarkable journey of one of the most dynamic developers of Pune and explore some of their standout projects.

A Legacy of Excellence

For Krisala Developers, the cornerstone of their success has always been their unwavering commitment to customer comfort and trust. Over the past decade, this Pune-based real estate firm has diligently transformed the dreams of

countless families into reality. With an ever-growing portfolio spanning over 2.5 million Sq.ft. of construction through various residential projects, Krisala Developers is poised to set new milestones in the industry. But it is not just about the numbers; it's about the ethos that drives Krisala Developers. Their vision is to redefine property experiences, aiming to become the industry benchmark for consistent deliveries and superior quality construction. To achieve this, they relentlessly explore innovative techniques and continually enhance their offerings and services. **Directors Mr. Omprakash Agarwal, Mr. Sagar Agarwal, Mr. Aakash Agarwal, and Mr. Vishal Agarwal have ensured that the company progresses persistently.** With this spirit, Krisala Developers aspires to pioneer quality in the real estate industry, a journey they have embarked upon with unwavering determination.

Exceptional Projects that Define Excellence

Krisala Developers commitment to excellence shines through in every project they undertake. Here are a few of their ongoing projects that are noteworthy examples of their exceptional work:

41 Zillenia

Situated in Pune's fastest growing real-estate hotspot – Punawale, this project offers a contemporary living experience surrounded by nature. 41 Zillenia has established a unique identity with “#ZillenialZindabad”, providing residences that offer the best of both worlds. Embellished with 50+ lifestyle amenities that appeal to both Gen-Z & Millennials. The project is a vibrant development where comfort achieves a new meaning and waking up to unobstructed views of lush forests is the norm. This project epitomises a signature lifestyle experience. With its unique offerings, exceptional amenities catering to all age groups, breathtaking scenic views, and zero-wastage space design within homes, 41 Zillenia redefines everyday living. Premium specifications, top-tier branded fixtures and fittings, and smart home features further elevate the quality of life in this exceptional community.



41 Cosmo



Another one of Krisala Developers is 41 Cosmo, which caters to the needs of the NeoCosmopolitan. In a world where personal spaces are cherished, this project introduces the concept of the “+0.25 BHK Revolution,” offering homeowners the flexibility to transform this additional space into their own space. It can be turned into an art retreat, reading or study room, Puja Ghar for positive vibes, or even a workout den or meditation zone. 41 Cosmo is designed to cater to the diverse lifestyles and aspirations of its residents. For the Neocosmopolitans, the project provides wide range of offerings like Electric Car Charging Point, Easy EMI Structure, My Studio, My Space, Society Office, Gas Leak Detector, Vaastu Compliant Home, Panic Button in Bedrooms, Bay Window, Niche Wardrobe, and more.

41 Cityhub

For those with dreams of carving their name among the best, Krisala Developers presents 41 CityHub. Nestled in Hadapsar, this iconic project offers a hub designed to boost productivity and enhance visibility. 41 CityHub features meticulously planned office and retail spaces that promise a superlative experience. This vibrant hub adds to the pulse of the location, making it a place where dreams are brought to life.



Receiving the Accolade

Over the years, Krisala Developers have been the proud recipients of a plethora of awards including Sakal Achievers of Maharashtra, two-time winners of the Times Realty Icon, and the Lokmat Vishwakarma Award under the Fastest Growing Realty Brand of the Year, and the Emerging Developer of the Year category. These recognition is a testament to their relentless pursuit of excellence and their unwavering commitment to fulfilling promises.

The company expresses their profound gratitude to their customers, associates, and the entire team that

has made this journey possible. According to them, this success is a collective effort, and their commitment to delivering world-class property experiences remains steadfast.

With these prestigious accolades under the belt, Krisala Developers has emerged as a shining star in Pune's real estate segment, redefining the standards of excellence and innovation in the industry. The company hopes to make more such accomplishments and commit to their vision of pioneering quality in the real estate sector, always putting their customers first.

Lodha and RMI demonstrate growth decoupled from emissions

Abhishek Lodha
CEO & Managing Director,
LODHA



Lodha, India's largest real estate developer, builds to create a better life and a better future for the world and planet. The RMI-Lodha Sustainability Conclave was convened to celebrate the inaugural year's achievements of the Lodha Net Zero Urban Accelerator. This landmark event saw the participation of a diverse cohort comprising industry stakeholders, policymakers, and representatives from academia. The conclave was curated to foster innovation and provide a platform to researchers, developers, designers, and members of the supply chain community to collectively deliberate on the net-zero roadmap for India's built environment. It presented a strategic model for stakeholders to accelerate towards a sustainable future and champion India's Lifestyle for Environment (LiFE) ethos.


The key findings that were presented at the conclave included the adoption of strategies that make cities heat resilient, advanced adoption of superefficient air conditioning and fans in India, enhanced usage of greener concrete mixes including recently launched LC3 cement, increased shared mobility and EV charging infrastructure, and promotion of renewable integration across all domains of the

built environment. Additionally, the focal model of Palava will demonstrate a type of urbanization that emits the least carbon while coming into existence and during its life. This can guide expansion or rejuvenation plans for all new or existing urban centres.

Lodha Net Zero Urban Accelerator was initiated to cut down emissions for the built environment, thereby accelerating and maximising the sector's contribution to India's 2070 net-zero emissions target. The conclave presented the key findings of the programme, along with industry alignments on roadmaps in Embodied Carbon Reduction, Energy Efficiency, Renewable Transition and Clean Energy to achieve mainstreaming of net-zero in India's built environment while demonstrating how economic growth can be decoupled from emissions.

The Accelerator also committed to partner with the start-up accelerator Third Derivative, founded by RMI and New Energy Nexus, for piloting next-gen materials and

solutions at Palava. Further, it was declared that the field testing of Global Cooling Prize units has been initiated at Palava, which will help to catalyse the market adoption of next-generation room air



conditioners. The engaging event witnessed the presence of prominent global personalities who play a significant role in upholding sustainability. These included Mr. Abhishek Lodha- MD & CEO at Macrotech Developers, Mr. Amory B. Lovins- Cofounder and Chairman Emeritus at RMI, Dr. Brian Motherway- Head, Energy Efficiency at International Energy Agency (IEA), Dr. Ajay Mathur- Director General at International Solar Alliance (ISA), and many industry leaders.

Sharing his views on the success of the accelerator, Mr. Abhishek Lodha- MD & CEO at Macrotech Developers, said, "We believe that the developers of the built environment have to take a pro-active leadership role in the world's response to climate change and embrace a low/ net-zero carbon future. We are committed to becoming a net-zero carbon company by 2035 and have made substantial progress to achieve this ahead of schedule. We are keen to share our experience and learnings through this transition with industry and supply chain and are pleased that our partnership with the renowned Rocky Mountain Institute (RMI) has resulted in the Lodha Net Zero Urban Accelerator. This accelerator is a major step to drive collaborative, large-scale solutions for a greener future."

Mr. Amory Lovins, Co-Founder and Chairman Emeritus at RMI expressed, "Decarbonizing the built environment holds great opportunity for India, where building operations account for about a third of the country's energy use. Addressing this is not only important for climate action but also yields numerous additional advantages. India has made significant strides, leaping forward in its clean energy journey. When it comes to buildings and construction in India, there is also a lot of knowledge that goes back millennia on how to design buildings

for the local climate. Through innovative and efficient designs, India is on its way to set benchmarks.

Because efficient designs lead to better comfort and amenities and cost very little to run and make the occupants more happy, healthy, and productive, this fusion of traditional wisdom and modern innovation positions India at the forefront of sustainable growth on a global scale."

Lodha is among the largest real estate developer in India that delivers with scale since 1980s. Core business of Lodha is residential real estate development with a focus on affordable and mid-income housing. The company also has a digital infrastructure park business where in a short span of time, it has scaled up and made its mark with JVs with marquee investors and growing facilities management business which helps it generate recurring income. Lodha has delivered more than 94 million square feet of real estate and is currently developing over 100 million square feet under its ongoing and planned portfolio. The Group has approximately 4,400 acres of land beyond its ongoing and planned portfolio which will be utilized in developing further Residential, Commercial, and Industrial & Logistics spaces. Thriving at building the world's finest developments, Lodha has created several iconic landmarks across the MMR notable among which are The World Towers, Lodha Altamount, Lodha Park, Lodha New Cuffe Parade and Palava City.

Integrated Development Projects Gain Popularity among Investors in India

Integrated development projects have become the top choice of real estate investors in major cities across India due to their host of benefits. These projects offer a judicious mix of residential, commercial, and retail spaces in a single development, providing high returns on investment (ROI) due to high demand.

Ensuring ample availability of social amenities and a metropolitan living experience, integrated development has become a buzzword in the Indian real estate market. Be it a residential unit, commercial shop, showroom or an office space—an investor gets ample investment-options in one project.



Ashish Bhutani

CEO,
Bhutani Group

Mr. Ashish Bhutani, the CEO of Bhutani Group, stated, "Integrated development projects appeal to both investors and end-users due to the availability of homes, offices, and shopping centres in close proximity under one roof. These projects offer a metropolitan living experience with readily available social amenities, resulting in high demand in the market. Therefore, investors have the opportunity to quickly multiply their investment."



When it comes to well-known integrated development projects in Noida-Greater Noida, there are several noteworthy ones such as Godrej Golf Links, Gaursons, and TATA among others. Despite not offering residential options, some integrated development projects in the twin city have emerged as excellent choices for investment. One such project is Bhutani Alphathum, which spans 25 acres in Sector-90 on the Noida Expressway. Its prime location, near institutional and IT/ITES offices in a well-developed area, provides a host of benefits to its occupants. The proximity to upcoming infrastructural developments and the expressway makes it an attractive option for investors seeking long-term growth opportunities.

Besides high ROI, the integrated development projects offer diversified revenue streams.



Even the investors can earn high rental yields from their property in any mixed-use development. It is due to the presence of commercial facilities within the project, the demand for residential properties in such projects also increases significantly. The desire for living an international lifestyle by the real estate buyers has also fuelled high demand for integrated development projects.

Especially for the long-term investors, integrated development projects are considered the best bet. The presence of multiple facilities and amenities within the project ensures that the demand for these projects remains high, leading to higher capital appreciation. Offering double-digit returns, such projects have, in a nutshell, become the cynosure of all eyes.



“

Today Global Developers envisions projects that meet and transcend customer expectations. The group's foundational ethos orbits around pursuing "Happiness and Prosperity" for all, materializing through meticulously designed spaces that breathe life into their projects.

”

Bhavesh Shah
 Joint Managing Director
 Today Global Developers

Mr. Bhavesh Shah, the distinguished Joint Managing Director at Today Global Developers, is the driving force behind the company's pivotal growth areas, encompassing Sales, Marketing, Strategy, and Finance. With an MBA in Finance from the prestigious Rochester Institute of Technology in New York, he meticulously cultivated his extensive knowledge and expertise during a six-year tenure at Capital One-New York, where his substantial contributions resonated across the Commercial Banking, Infrastructure Finance, and Corporate Planning divisions.

As a university-level Gold Medallist, Mr. Bhavesh Shah's unwavering commitment to precision has played an instrumental role in guiding the group's triumphant journey. He is responsible for instituting efficient processes and systems within the organization, while his leadership and motivational acumen serve as sterling examples for all. His profound expertise in management and financial planning activities



assumes a pivotal role in fund management, complemented by his vigilant oversight of the company's banking relations. In leadership, Mr. Shah's stature is remarkable, as he consistently establishes and upholds exceptionally high standards, setting a resounding example that propels Today Global Developers to new heights.

With a prestigious 20-year legacy sculpting Navi Mumbai's skyline, Today Global Developers has





firmly engraved its name as a paramount player in the real estate realm. The group has seamlessly woven the tapestry of quality residential and commercial projects into the fabric of Navi Mumbai, punctuating its journey with on time project deliveries. In recent years, Today Global Developers have become the coveted choice among discerning homebuyers. To date, the illustrious Today Global Developers has flawlessly delivered over 20 projects and has an impressive 20 lakh square feet under construction, aiming to usher in 5,000 new homes within the next seven years.

Navi Mumbai has undergone a transformative evolution, fuelled by the emergence of critical ongoing and forthcoming infrastructure ventures,

Project: Codename LHK

Area: Upper Kharghar – Navi Mumbai

By introducing the project Mangalam in Upper Kharghar – Navi Mumbai, Today Global Developers has put forward a new way perspective of buying house, which is choose Codename LHK (Life hai khushiyan wali) over BHK & focusing on spreading the Happiness quotient through this project “Worthiness of gated community” shouldn’t be measured always by no of rooms, or merely scale of project, but by the moments of happiness that it can provide The project of today global inspires its citizens to appreciate each little happiness. the project has been curated to cater to happy moments and its celebrations.

making it the preferred haven for prospective homeowners. With unwavering experience and unassailable expertise, Today Global Developers envisions projects that meet and transcend customer expectations. The group's foundational ethos orbits around pursuing "Happiness and Prosperity" for all, materializing through meticulously designed spaces that breathe life into their projects. At the helm of this visionary journey stands Mr. Bhadresh Shah, the Promoter Director, who embarked on this odyssey with a mere seed capital of Rs. 50 lakhs. Today Global Developers stands poised to reach an astounding annual turnover of over Rs. 450 Crores by the end of the current financial year.

Project: Codename Belle Vue

Area: Kharghar – Navi Mumbai

Enchanting view ever asking experience in Kharghar.

One of the cleanest well developed and most plant suburbs of Navi Mumbai Kharghar over the last 10 years of emerged as the best place to live with rhombus ready social infrastructure excellent connectivity and a host of iconic current and future development.

Project features:

1. 4 acre magnificent Gated Community
2. 21 storey towers
3. 2&3 BHK luxury Homes
4. Extravagant podium lifestyle

Mumbai Western Suburbs witnesses a sustained demand for housing in 2023

- Migration of people from SOBO to Western Suburbs for enhanced lifestyle
- Western Suburbs records 55% of the new launches in Apr-Jun 2023
- 2 BHK units accounted for 42% of the demand



The Mumbai residential market has maintained its growth momentum in the first half of the year 2023 with Western suburbs leading the sales chart with more than half of the property registrations in the year 2023 so far. It remained the most preferred choice for homebuyers for many reasons and the data released by various real estate consultancy firms is a testimony to this fact. According to data analyzed by Knight Frank India, the western suburbs accounted for 58% of the sales registration in January 2023, 57% in February 2023, 62% in March 2023, 54%

in April 2023 and 58% in May 2023. The development that the western suburbs of Mumbai have seen over the last two decades has been commendable in terms of residential growth, physical infrastructure, commercial hubs, and social infrastructure.

Over the years, there has been a steady migration of people from South Mumbai heading towards the north in the western suburbs of Mumbai. The reason for this migration is that people from South Mumbai (SOBO) areas aspire to live in housing projects that offer residents luxurious amenities, promote sustainability and inculcate the essence of community living in their projects. Post the pandemic, people prefer living together as a community and not individually; as previously was the case. And within Mumbai, we have witnessed a mini migration as people moved from their 180-300 sq ft cramped apartments in South Mumbai towards the Western suburbs, especially areas such as Andheri, Malad, Goregaon, and Borivali.



Vivek Mohanani
Managing Director,
Ekta World

Commenting on the steady migration, **Mr. Vivek Mohanani – Managing Director & CEO, Ekta World** said, “We see a definite shift in the housing ecosystem in Mumbai as the city is steadily moving away from South Mumbai to vibrant locations like Goregaon, Andheri, Malad in the western suburbs. Due to its seamless connectivity and easy accessibility, the western suburban region is a uniquely-positioned hub which extends convenience to the working professionals. The region is also seeing a number of big international retail brands making their presence felt here. Most commercial hubs are now relocating to the western suburbs and therefore the demand for residential property has also increased here.”

Reiterating the same, **Mr. Rohan Khatau, Director, CCI Projects** said, "With Mumbai expanding and moving further north, areas such as Borivali, Kandivali, etc., are emerging as the new Mumbai Central of western suburbs on account of seamless connectivity and lifestyle upgrade. Borivali and other suburban areas are witnessing most of the customers moving from south and central Mumbai as these projects provide residents with all the conveniences in close proximity - shopping, connectivity and leisure for a comfortable living".

Rohan Khatau
Director, CCI Projects



Post Covid-19, people realized the importance of bigger space, and therefore in the last couple of years or so, we are seeing families selling their existing homes, taking a home loan (if required), and purchasing a large two-BHK along the Western suburbs. Besides, we are also seeing new launches along this belt. Developers too are constructing homes that come with all the modern amenities and are pocket-friendly.

As per a recent report by Anarock India, the new

launches in Apr-Jun 2023 was recorded highest in the Western Suburbs at 55 percent followed by Central Suburbs with 38 percent launches. This comes operationalization of the second phase of two metro lines which has improved connectivity and commuting. Industry experts attribute this growth to top-tier developers coming in with their developments, multiple redevelopment projects being undertaken, infrastructural developments and a commercial boom.



Umesh Jandial
Chief Business Officer,
Omkar Realtors

Speaking on the rising demand for property in the region, **Mr. Umesh Jandial, Chief Business Officer, Omkar Realtors & Developers** said, "The western suburbs is strategically located with well developed conveniences and comforts; therefore is the most preferred choice of modern homebuyers. This belt as a micro market is holding strong on rental yield and ROI factor. The projects here offer ease of commute to business districts like BKC and therefore this location is witnessing premium quotient and strong demand. The location is also in close proximity to Western Express Highway, Metro lines, upcoming Coastal Road along with excellent connectivity to the airport; it provides easy accessibility to various parts of the city. The newly launched Metro Lines 2A and 7 after getting operational have improved connectivity and enhanced ease of travel for commuters. This has resulted in an increase in demand and price appreciation for residential housing in the western suburbs especially in the Malad-Goregaon region."

As per Magicbricks Prop Index Q2 2023, the western suburbs of Mumbai saw an increase in housing demand in Q2 2023. 2 BHK units accounted for 42% of the demand and 44% supply. 1 BHKs came in second amongst the preferred configuration.

Although South Mumbai might have been the favored choice for upscale residential living in the past, purchasers are presently seeking a broader range of alternatives along the Western suburbs which has witnessed phenomenal growth in the last decade.

315Work Avenue leases around 2,00,000 sq ft workspace in Pune

Consolidates its presence in Pune and aims to double its portfolio in the next 12 months



Manas Mehrotra

Founder, 315Work Avenue

The coworking sector's impact is poised to amplify in the future, driven by the fundamental transformation work dynamics have undergone which is unlikely to revert. Amid the contraction of conventional office real estate market, the burgeoning coworking sector has emerged as a beacon of hope.

Expanding its footprint in the vibrant city of Pune, 315Work Avenue, a rapidly growing coworking space provider has taken around 2 lakh sq ft of office space on lease in Raheja Woods, Kalyani Nagar, Pune through a long-term lease of five years. The Grade-A office space located in a prime commercial hub will boast a spacious and thoughtfully designed workspace with contemporary, cutting-edge infrastructure and modern amenities. 315Work Avenue now has five centres spread across 0.5 mn sq ft in Pune with leading developers like Ascendas, Panchshil and Raheja, totalling around 10000 seats and aims to double its presence in the city in the next 12 months. The expansion comes at a time when companies see merit in setting up offices across multiple locations to enable a distributed workspace model.

315Work Avenue known for providing top-notch flexible workspaces with the aim to deliver an unparalleled workplace experience currently manages 2 mn sq ft space totalling around 40,000 seats across multiple prime locations in Bengaluru, Chennai, Mumbai and Pune.

Commenting on the development, **Mr. Manas Mehrotra, Founder, 315Work Avenue** said: "The coworking sector's impact is poised to amplify in the

future, driven by the fundamental transformation work dynamics have undergone which is unlikely to revert. Amid the contraction of conventional office real estate market, the burgeoning coworking sector has emerged as a beacon of hope. Co-working is emerging to be the preferred office space for businesses across industries. Most companies now are looking for flexible office spaces, and safeguarding them from Capex cost, longer lock-in terms, huge deposits etc. De-densification of office space and adoption of hub and spoke model have become widespread. We continue to foresee a huge jump in coworking space demand in the near future."

"315Work Avenue has achieved a phenomenal growth in a short period and has become home to several companies. Pune has been an extremely strong market for us to strengthen our foot print and cater to large enterprises and corporates amongst others and we will continue to expand our presence in the city. This deal marks another milestone in the company's expansion plans, solidifying its presence in key business hubs. The coworking industry plays a very important role in revived economy, and we look forward to being a part of the new growth," added Manas.

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Alibaug to witness an investment of approximately Rs.3,000 crore in the near future



Sachin Chopda

Managing Director, Pushpam Group



As the demand for upscale and serene living experiences continues to rise, the idyllic coastal town of Alibaug has emerged as a focal point for renowned real estate developers aiming to create luxurious havens away from the bustling city life.

Alibaug, located just a short ferry ride away from Mumbai, has long been a favoured getaway for city dwellers seeking respite from the urban chaos. Its pristine beaches, lush greenery, and tranquil ambiance have made it an attractive destination for those looking to invest in luxury real estate. This trend has caught the attention of several reputed developers who are now setting their sights on transforming this quaint town into a high-end residential hotspot.

These developers are not only drawn to Alibaug's natural beauty but also its strategic location. The town's proximity to Mumbai, along with improved connectivity and infrastructure, has made it an ideal location for high-net-worth individuals seeking a weekend retreat or a second home. Additionally, the Maharashtra government's push for the development of the Alibaug region has further fueled interest among real estate players.

A number of reputed developers like Hiranandani, House Of Abhinandan Lodha, Pushpam Group among others have resorts here which are based on a holiday home concept. Many of the resorts here are designed on themes that resonate with the local culture of well known international tourist destinations. These resorts consist of luxury villas with private pools and gardens, open showers, terrace Jacuzzis, international

standard interiors, sloping roofs etc. In addition, these resorts provide for amenities like restaurants, Spa, Banquet hall, Party lawn, Gym, etc. Investors can invest in a home and earn rental income all year round. Given improved accessibility to Alibaug in the near future, makes it a sensible investment.

One of the key factors driving this trend is the evolving preferences of buyers. The ongoing pandemic has reshaped the concept of home, with more emphasis on spaciousness, privacy, and a connection to nature. Alibaug, with its expansive landscapes and relatively lower population density, offers a promising canvas for developers to craft these new paradigms of luxury living.

Commenting on the buying trend, Dr. Sachin Chopda, Managing Director, Pushpam Group said, "Previously, the idea of investing in a second home or a farmhouse held popularity primarily among celebrities, high net worth individuals (HNIs), and the privileged class. However, following the pandemic, the notion of owning a second home is gaining widespread acceptance within the middle and upper-middle class as well. Additionally, the introduction of RoRo services and recently established water-taxi options has significantly reduced the distance between Mumbai and Alibaug, enhancing travel convenience."

"More recently, there has been a notable surge in demand from millennials and working professionals. This is attributed to the rise of remote work (WFH) and the adoption of hybrid work models.

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When It Comes to Sustainable and Resilient Infrastructure, Digital Twins Are the Sharpest Tools in the Shed



Lori Hufford
Vice President,
Bentley Systems

An infrastructure digital twin is a 3D digital representation of something in the physical world that is continuously updated with real-time data, making the digital twin a “live” interactive digital representation of an object or system.

A quick glance at any newspaper around the world will reveal stories of drought, excessive temperatures—cold and hot—water shortages, extreme flooding, storms, fires, and all sorts of climate-related catastrophes.

As communities, businesses, and governments cope with these events, we need to acknowledge that the infrastructure that we build plays a big part in addressing our relationship with our planet. Infrastructure produces economic and social advancements in communities, but it has historically driven carbon emissions and other unwanted environmental impacts. By advancing how infrastructure is designed, built, and operated, we can aspire to meet both our economic and sustainability goals as we future-proof our physical environment from climate change.

Today, immersive technology, as a precursor to the metaverse, lets software developers create virtual, interactive worlds for any kind of purpose in any kind of setting. We can use this technology to make our infrastructure more sustainable and resilient in the real world.

Case in point, the infrastructure digital twin.

An infrastructure digital twin is a 3D digital representation of something in the physical world that is continuously updated with real-time data, making the digital twin a “live” interactive digital

representation of an object or system. In interactive 3D worlds created just for entertainment, engineering-grade accuracy and the laws of physics do not have to apply. But for infrastructure, they are a requirement. Infrastructure digital twins must have millimeter precision, geospatial alignment, and support for complex, 3D engineering schemas.

Whether a water pipe buried beneath a city street or a wind turbine three miles offshore, infrastructure digital twins incorporate model data from concept through construction, such as reality data from drone surveys—including the environmental surroundings. They also gather data through devices connected to the Internet of Things (IoT), such as fixed or mobile sensors that capture detailed, engineering-rich information—including temperature fluctuations, wind speeds, and carbon emissions.

As the infrastructure engineering software company, Bentley Systems is advancing infrastructure digital twins. By pairing infrastructure digital twins with advanced visualization and simulation technology—such as Epic Games’ Unreal Engine that powers the ever-popular online interactive game, Fortnite, as well as leading platforms from NVIDIA (Omniverse) and Unity—we can leverage that data into immersive virtual experiences to analyze the harmful effects of flash flooding, monitor pollution in cities, and even.

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Boisar witnesses property price appreciation of 5% in last 3 years



Mumbai is upgrading with a number of mega infrastructure projects currently being undertaken across the MMR which promises to change the entire dynamics of the real estate sector in Mumbai and the surrounding region. These infra projects will improve connectivity and reduce travel time significantly, for commuters. Due to these developments, we are seeing a number of new affordable residential locations in the MMR emerging, giving fresh hopes to home seekers to ultimately fulfil their dreams of owning a home.

For instance, Boisar located in the Palghar district around 100 kms north of Mumbai is fast developing into a preferred housing destination. It is an upcoming micro-market in the MMR region with excellent connectivity to Mumbai and surrounding areas. It is part of the Mumbai suburban western railway line. Boisar as a residential destination is budget friendly and offers home buyers a plethora of affordable housing options. Apart from local developers there are a number of leading developers like Tata Housing,

Mahindra Lifespaces, Agami Realty and Cosmos Group who have their project here.

According to the IndexTap Premier League report by CRE Matrix for April to June 2023, the top 10 selling projects in Palghar sold about 250 units worth Rs. 59 crore. Thakur Galaxy, THDC Ambrosia, Mahindra Happinest Palghar, Agami Sapphire to name a few, were among the top selling projects in Palghar during this period.

Speaking on benefits to home buyers investing in Boisar Mr. Prashant Khandelwal, CEO - Agami Realty said, "Boisar is one such area that has huge growth potential given its strategic location and future development prospects. Connectivity is yet another major factor that favors this locale making it an attractive housing destination. New emerging housing spots in the MMR like Boisar provide affordable housing options with good social infrastructure around in addition to providing home buyers with employment opportunities, making it a winning proposition for most home buyers."

Pune-Based Gera Developments Receives 'Gold' Pre-Certification from the Indian Green Building Council (IGBC) Green Homes for Gera's Planet of Joy

Gera Developments, pioneers of the real estate business and the award-winning creators of premium residential and commercial projects in Pune, Goa, Bengaluru, and California, today announced that it has received the prestigious 'Gold' pre-certification from the Indian Green Building Council (IGBC) Green Homes for its highly sought-after ChildCentric® Homes, Gera's Planet of Joy.

Gera's Planet of Joy is designed based on the IGBC standards that integrate a host of sustainable practices and solutions with an intent to mitigate the environmental impact of real estate construction. Accordingly, recognition has been accorded to the developer for taking initiatives such as the usage of low-flow fixtures for flushing to reduce the consumption of water for waste, implementation of drip irrigation for optimizing the use of water in plants, and the facility for rainwater harvesting, which helps in using the water for non-potable purposes.

With an aim to facilitate better ventilation and natural light for the well-being of dwellers, the project has leveraged 30% of the floor area of the apartment as windows. The apartments and common rooms for usage are equipped with LEDs and low-energy consumption fixtures that



Rohit Gera
Managing Director,
Gera Developments Pvt. Ltd.

enable the optimization of electricity requirements. Similarly, high-efficiency motors and low-loss transformers contribute to reducing and tracking energy consumption.

Gera's Planet of Joy has also adopted solar photovoltaic panels to generate electricity for common area lighting and the panels installed on the terraces help provide hot water to all the apartments. For eco-conscious homebuyers, the project has covered 15% of the land with plantations and more than 50% of the land surrounding the site also features green and open spaces.

In a statement, Rohit Gera, Managing Director of Gera Developments, said, "The 'Gold' recognition under the IGBC Green Homes rating system is a testimony of our commitment to conserving energy and natural resources through cutting-edge infrastructure and meticulously strategized project designs. Not just for Planet of Joy, Gera Developments has always adopted well-thought-through practices for sustainable development for all its projects. This pre-certification has reinforced our commitment and we look forward to paving the way by extending ourselves as a real estate company advocating for green development." Gera's Planet of Joy was launched in December 2021 and has ever since garnered an exceptional response and emerged as Upper Kharadi's fastest-selling project with more than 90% of inventory being sold in less than 10 months. In fact, Gera's Planet of Joy managed to sell 525+ units, which was worth Rs. 425+ crores, within the first three days after launch.



WeWork India Selects CommScope's RUCKUS Wi-Fi 6 Technology to Support their Growing Digital Workforce



(NASDAQ: COMM) today announced that WeWork India has deployed RUCKUS® Wi-Fi 6 solutions across nearly 50 locations in India. The collaboration aims to upgrade Wi-Fi connectivity at WeWork India, a leading flexible space provider, to deliver high quality network performance in a dense connection environment.

India's digital transformation, enabled by the government's increased focus on strengthening "Digital India," has introduced new opportunities for its workforce, such as supporting the emergence of a start-up ecosystem and entrepreneurship. India is the world's third largest start-up ecosystem with 90,000 start-ups, six of them among the world's top 100 unicorns. The availability of high-speed internet to power digital commerce has also driven the popularity of online jobs and flexible and remote working.

"Over the last couple of years, there has been a significant rise in demand for flexible workspaces, with WeWork India emerging as the top choice. Our spaces offer a wide range of opportunities to startups and enterprises alike to collaborate and network, while achieving their own version of great. With RUCKUS Wi-Fi 6 technology we are able to facilitate this further, with its secure, reliable and fast connectivity. This partnership will further enhance the WeWork experience for our members," commented Purusothaman Satchithanandam,

Director, Technology Services, WeWork India.

RUCKUS Wi-Fi 6 technologies deployed across WeWork locations include 2000 ICX™ 7550/7450/7150 switches and 5000 R650 access points, and cloud-based RUCKUS Analytics™ powered by machine learning and artificial intelligence. Together, the multi-site deployment with centralized architecture will help to reduce network complexity without compromising Wi-Fi performance.

"When selecting a coworking space, fast, reliable, secure Wi-Fi connectivity and seamless network access are among the key considerations for individuals and businesses," stated Sanjiv Verma, vice president, Asia Pacific, RUCKUS Networks, CommScope. "The network design for WeWork India involves not only the high performing Wi-Fi 6 technology, but last mile connectivity capable of delivering 10G speed, which will enable WeWork India to provide an optimal workspace for its members in years to come while keeping pace with the evolving digital workforce in India."

WeWork is India's largest office space provider, aimed at creating flexible workspace solutions for companies of all sizes. Since entering the Indian market in 2017, WeWork India has been spearheading the concept of flexible workspaces and driving the future of work with over 6.5 million sq. ft.



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Advantages in adopting the 3D technology in the domain of construction



Anil Sivasdas,
President,
Enventure

As communities, businesses, and governments cope with these events, we need to acknowledge that the infrastructure that we build plays a big part in addressing our relationship with our planet.

3D printing technology has been making strides in various industries, including manufacturing, healthcare, and even construction. The 3D-printed post office building inaugurated in Bangalore recently has far-reaching implications and is opening up a whole new world. It is a ground-breaking technology, and a paradigm shift in the way we approach the construction industry. While the West leads the way in 3D construction technology growth and evolution, we are rapidly catching up and times are such that we will make great headway with this fast-spreading new technology.

3D modeling offers a remarkable level of design depth that you could never expect from 2D designs or rough sketches and gives you far better control over details. 3D technology delivers a product precisely as per approved design, taking far lesser time to construct a building using conventional methods. It also means quicker turnaround and absence of delays in execution of a project. This initiative is a remarkable example of innovation that our country is experiencing and progressing with the spirit of self-reliant India. There are many significant advantages in adopting the 3D technology in the domain of construction.

Efficiency, cost and time saving

3D printing has the potential to significantly expedite construction processes

compared to traditional methods. It is cost-effective and allows the precise amount of material to be used to lift a structure, also reducing waste to a great extent. Hence, companies see sharp increase in the benefits of this technology, which is also of great value in locations where there is urgent need for projects and shortage of labor. Additionally, creation of a structure through 3D printers cuts labour costs significantly. Traditional construction methods could delay projects while the norm is that, large projects take longer than expected and jack-up cost overruns heavily over the budget outlined. However, 3D printing enables huge time reduction and can be completed in just hours or days or weeks depending on its magnitude.

Innovation at its best

Innovation in 3D building continues to evolve rapidly, driven by technological advancements and the demand for more efficient, sustainable, and visually appealing structures. These innovations have the potential to reshape the way we design, construct, and interact with buildings and the built environment. This could provide an opportunity for skill development and employment generation in the field of advanced manufacturing. The successful implementation of a 3D-printed post office could encourage the exploration of similar applications in larger infrastructure projects.



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Rajan Thakral,
Real Estate Expert
Founder Zenith Associates

Buying your first home is indeed a big deal and with the Indian property market, it is quite challenging and puzzling from where to start. Buying home is a significant milestone in anyone's life, and it's important to ensure that you're well-prepared before taking the plunge.

Things to keep in mind before buying a house

Buying your first home is indeed a big deal and with the Indian property market, it is quite challenging and puzzling from where to start. Buying home is a significant milestone in anyone's life, and it's important to ensure that you're well-prepared before taking the plunge. Here are some essential tips that will guide you to make the best decision.

Location- Delhi NCR is a vast region that encompasses not only Delhi itself but also the surrounding areas of Noida, Gurgaon, Faridabad, and Ghaziabad. Each of these areas has its own unique character and amenities, so it's crucial to consider what matters most to you. You should always pay close attention to the area or location that you know as it matters a lot. Consider factors like proximity to workplaces, schools, medical facilities, and recreational areas. Additionally, considering the availability of public transportation and ease of commute can greatly enhance convenience and save valuable time.

Budget- Another critical aspect to focus on is your budget. Real estate prices in Delhi NCR can vary depending on factors such as location, size, and amenities. It's essential to establish your budget early on and adhere to it. Take into account your income, savings, and any potential loans or mortgages you might need. It is essential to strike a balance between affordability and aspirations. Consulting with

financial advisors or experts can provide valuable insights helping in making an informed decision.

Builder's Profile- Before buying property in Delhi, it is important to take a look at the builder's profile. How many projects they have already given, and how much delay is there, visit the builder company website and check old projects and ongoing projects.

Search the internet with the previous project name and you should be able to find some important information about it. See what people are talking about Builders & Property. Look for builders with a strong reputation for quality construction and punctual project delivery. Reading reviews and testimonials from previous buyers will provide insights into their experiences.

Legal Compliance- When aiming to buy a house in Delhi/NCR, it's paramount to ensure that all legal processes are followed. This includes verifying the ownership of the property, confirming the correctness of paperwork, and ensuring that all necessary permissions have been obtained. An inspection of a property will reveal a lot about it and then makes the rest of the steps easy. Home inspections include carpet area, legal check of the property, quality construction, services and facilities you are going to get, hidden and additional charges, etc. By checking all these points you can go for the property.

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Hindware unveils four exciting products for a luxurious bathing experience

The iconic bathware brand, Hindware Limited, today announced the launch of an array of innovative and vogue faucets to its product line. The company revealed two new faucet ranges, "Fabio" and "Agnese," both of which feature ground-breaking technology and radiate style and creativity. The brand also unveiled its new line of "Thermostat Divertors" and "Multi-function Showers" during the "Gateway to Grandeur" event, which was concurrently broadcast online and held in New Delhi, Lucknow, Indore, Ranchi, and Bangalore. The expansion aims to provide an integrated solution that will increase customer convenience. It targets mid-premium and premium customers, Architects, Dealers, and Builders.

Commenting on the launch, Mr. Sudhanshu Pokhriyal, CEO of Bath and Tiles, Hindware Limited, said, "We are thrilled to unveil our latest product range, which reflects our commitment to innovation, sustainability, and design excellence. The new line of 'Thermostat Divertors' and 'Multi-function Showers' offers a spa-like experience at home, while our smart technology products provide convenience and comfort. We are proud to offer a diverse range of

bathroom solutions that cater to different styles and preferences, and we look forward to continuing to shape the concept of luxury in the bathroom industry."

The recent changes in consumer behaviour have led to a greater focus on luxury experiences, and the new product line is intended to address the changing needs and maintain the brand's vision of providing creative performance-led product solutions.

Thermostat Divertors:

The new Hindware Thermostat Divertors elevate the bathing rituals with intelligently designed fixtures that offer precise control over water temperature, ensuring a soothing and safe experience. Moreover, they come in three stunning colours – Gold, Rose Gold & Black, adding an elegant touch to the bathroom decor.

Multi-function Showers:

Hindware is offering a unique experience to customers with the multi-function shower by marrying elegance with utility. These showers boast multiple flows, including Rain, Mist, and Cascade, all in one unit, allowing you to perfectly customize your shower experience.



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Joseph Chakalakal started Express Elevators in 1972. The company started with manufacturing elevator parts due to the lack of availability in the open market. Joseph Chakalakal gained experience from his time at Eros Elevators and used that experience to build his own business. Over time, Express Elevators expanded its services by taking up maintenance contracts for major elevator brands like Otis and Eros. Mr. Savio, Joseph Chakalakal's son, played a role in introducing a successful home elevator division. This division acquired prestigious clients, including film stars and industrialists. Express Elevators places a strong emphasis on safety and quality. The company follows European safety standards and uses top-quality equipment, much of which is custom-made in Italy. They focus on delivering comfort and cost-effectiveness to their clients. The company provides a comprehensive range of lift services and maintenance, catering to single lifts and entire portfolios of lifts across various locations in India. They have also built relationships with renowned architects, builders, and corporate entities in the country. The company's mission is to ensure customer satisfaction through their quality elevator products and services. Their commitment revolves around providing safety,

comfort, and cost-effectiveness to their clients. They take pride in being prepared and responsive to customer needs. Overall, Express Elevators has evolved from manufacturing elevator parts to becoming a significant player in the elevator industry in India, offering a range of services, including installation, maintenance, and customer-focused solutions.





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Roha Realty adds a New Standard of Grandeur to Chembur's Elite Lifestyle with a new ₹300 crore Upscale Redevelopment project

Roha Realty is a leading real estate developer offering premium residential apartments across Mumbai & Thane. They have recently signed a deal with MHADA to redevelop two large societies at Subhas Nagar, Chembur. Roha Realty's strategic entry to redevelop these societies demonstrates its prowess as a premium real estate developer. This highlights its commitment to improving the lifestyle of the residents and the surrounding community.

The new property will incorporate expansive contemporary apartments, best-in-class amenities, opulent features, and benchmark sustainability measures ranging from energy-efficient construction and maintenance to resource conservation and a low carbon impact. Roha Realty believes sustainability, recycling, wastewater management, fire safety, and security are essential to every high-end real estate project.

Roha Realty will fund the redevelopment project through internal accruals and institutional finance. Construction work to combine both societies into one is expected to begin with a launch in Navratri this year. The investment strategy is consistent with Roha's policy of selecting projects with fixed deadlines and quality requirements. Both projects' architectural and design features have been finalised, and materials for the two grand projects will be chosen from professionals worldwide.

Chembur, located in the centre of the eastern suburbs, has seen a tremendous transformation in the real estate market during the last decade. As a strategically connected micro-market, Chembur benefits from a central location with easy access to the Eastern Express Highway and Navi Mumbai via the Eastern Expressway. Chembur offers significant investment opportunities for fine living spaces due to its proximity to the business hubs of BKC and Powai. The region has become popular among purchasers looking for extravagance living on the Sion-Mankhurd belt.

The region's development into a true haven of opulent living is evidenced by Chembur's ascent to prominence as a hub for exclusive residences. Roha Realty is on the verge of signing new redevelopment projects to extend its presence in Chembur's real

Roha Realty is proactively committed to satisfying the ever changing needs of their customers by providing properties with beneficial and high-end facilities. To ensure safety, timely project completion and value for money

estate market. Roha Realty believes Chembur will continue to attract affluent purchasers who value investment in a premium, ease, and a peaceful living environment.

Roha Realty is proactively committed to satisfying the ever changing needs of their customers by providing properties with beneficial and high-end facilities. To ensure safety, timely project completion and value for money; Roha Realty conducts their business with ethical, social, and environmental objectives in the real estate development and construction sector.

The mission of Roha Realty is to be Mumbai's foremost real estate developer, meeting all of its customers' demands. Roha continually strives to establish long-term client connections through creative collaborations founded on openness and mutual trust. It remains devoted to these ideas, which have served it and its clients well.

Mr. Harshvardhan Tibrewala, Director of Roha Realty, said, "Chembur's transition into a thriving commercial and residential location is an excellent example of sustainable urban revitalization, and our two planned projects will set new standards for quality development in the area. Our Chembur development projects will emerge as a bustling hub for an upscale real estate development, garnering the attention of people seeking the pinnacle of premium living. We are optimistic about Chembur's real estate future and intend to pursue additional premium redevelopment projects in the Chembur suburbs. The demand for opulence residential properties in upmarket communities has increased, and Roha will continue its efforts to provide modern smart houses for everyone."



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Sumit Woods Ltd. unveils Show Flats and Uniquely Designed Fitness Center for the Sumit Atulyam project in Matunga (W)



Sumit Woods Ltd., a renowned name in the real estate industry, unveiled the show flat and uniquely designed fitness centre for the Sumit Atulyam project. The luxury residential project nestled in the vibrant Matunga West (Mumbai) conceived in 2021 and with meticulous planning and dedicated efforts completed execution of the plinth level to the 22nd-floor slab in a time frame of 15 months making it the only project progressing at a high pace in the vicinity.

Sumit Atulyam has garnered significant attention since its inception, promising a blend of modern luxury and unparalleled convenience. With an astute approach, the initial amenities within the plans underwent a process of deliberate consolidation, culminating refined expanse at the distinguished podium level.

Sumit Atulyam also unveiled 3 show flats - two 2BHK (831 sq. ft. with balcony & 670 sq. ft. without balcony) & one 3BHK (1141 sq. ft. with balcony) and a uniquely designed fitness centre in the aforementioned timespan. The residential units were

strategically harmonized, optimizing spatial utilization to establish elegant lobby spaces and a notably expansive two-lane driveway ramp.

The introduction of Aluminum Shuttering, a cutting-edge construction technology, played a pivotal role in expediting the project's pace. The advanced method proved to be more effective, time-efficient and though more expensive, greatly improved the overall construction process. This anticipated project embraces multifaceted benefits, not solely enhancing the future residents' quality of life but also imparting a heightened efficiency to the construction process, a testament to the brand's commitment to excellence.

Commenting on this milestone, Mr. Mitaram Jangid, Managing Director, Sumit Woods Ltd. shared, "Our commitment to excellence and our customers' trust have been the cornerstones of our accomplishments. It gives us immense pleasure to announce the slab completion of our landmark project within a short time frame"

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International Property Show unveils new brand identity as 'IPS' for its upcoming 20th edition



Dawood Al Shezawi
President,
IPS

The Dubai-based IPS (formerly International Property Show), in partnership with the Dubai Land Department, has announced that it will be featuring an impressive lineup of key activities as part of its highly anticipated 20th edition next year.

IPS is a premier platform that has exceptionally showcased local and global real estate projects and solutions as well as successfully brought together real estate professionals, experts, and exhibitors to share experiences and discuss the most promising investment opportunities offered by the country's real estate sector.

International Property Show as IPS has broadened its scope and reach to encompass wider perspectives related to real estate as it is poised to make a significant contribution to the continued development and success of the UAE's real estate industry as one of the pillars of the national economy.

In particular, IPS will feature a diverse range of events that fall under its 11 main activities, namely IPS Exhibition, IPS Conference, IPS Oscars, IPS Future Cities, IPS Connect, IPS Finance, IPS Women, IPS Youth, IPS Studio, IPS PropTech, and IPS Design, which are set to be held not just once but throughout the whole year.

"The 20th edition of IPS strongly demonstrates the appeal and competitiveness of Dubai's real estate market in attracting foreign investments and competing with global destinations. This can be attributed to the city's streamlined procedures, robust investor protection laws, and exceptional incentives for residency and citizenship through property purchases."

Commenting on the announcement, IPS President Dawood Al Shezawi highlighted the importance of organizing these various activities and events as they strengthen partnerships with property owners, facilitate cooperation, create new agreements and partnerships, and foster connections among participants from different countries in the global real estate market.

"The 20th edition of IPS strongly demonstrates the appeal and competitiveness of Dubai's real estate market in attracting foreign investments and competing with global destinations. This can be attributed to the city's streamlined procedures, robust investor protection laws, and exceptional incentives for residency and citizenship through property purchases. These factors fortify Dubai's position in the sector, which is further boosted by its strategic location. It is projected that its real estate sector will benefit from these, especially that political stability, a diverse economy, and a central location are among the key considerations for most investors," he said.

IPS 2024, to be held at the Dubai World Trade Centre from February 27-29, will expand its exhibition size by 100% and increase its target number of visitors by 50% to 15,000, with international investors and professionals from current and new markets expected to participate in the event.

Among the notable markets, Indian companies emerge as a significant player, particularly with the signing of Comprehensive Economic Partnership Agreement between the UAE and India. This agreement, which took effect in May 2022, signifies a crucial milestone in the two countries' bilateral relations. It not only fosters greater number of mutual investments but also diversifies their range across both existing and new sectors, which include real estate, renewable energy, communications, road infrastructure, and startups. This expansion boosts contribution to the GDP of both nations.

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INDEX TO ADVERTISERS

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Company Name	Page no.
9th Smart Cities India Exhibition and Conference	69
Acetech Reflect	92
Aluplast India Pvt Ltd	45
Ambit Realty	34-35
Bhutani Group	54-55
Big5 Global	88
Bosch	19
Build Intec 2024	13, Back Cover
D-arc BUILD	82
D-arc BUILD	83
Elematic India Private Limited.	Back Cover Inside
Excellence and Creative Engineering Award (ECEA)	79
Gealan Private Limited	15
Gulf Engineering Forum (GEF)	86
Idac Expo	73
IFI 2023	87
Int-Ext expo	65
Intermat India	75
Jindal Aluminum Limited	7
K-Lite Industries Ltd.	27
KÖMMERLING uPVC Windows & Doors	11
Kone India	3
Krisala Developers	50-51
LED expo	90
LODHA	52-53
Maestro Realtec	40-41

Company Name	Page no.
Mantra Properties	32-33
Plastfocus	81
R.S. Sanitation Private Limited	25
Rama Group	36-37
Smart Home expo	85
SMART LIFT & MOB/ILITY WORLD EXPO, SUMMIT AND AWARDS	63
Sudhakar uPVC Windows & Doors	17
Suvidha Lifespaces	48-49
TK Elevator (India)	1
Trurealty	38-39
Ultratech Cements	5
Unique Spaces	46-47
Vibe Realty	42-44
WOFX – World -of Furniture	71
Zak Doors & Windows Expo 2023	61
Zamil Steel	67
Ziehl Abegg India Pvt Ltd	9

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