



MANOJ GOYAL
Senior Vice President,
Raheja Developers Limited

The Assert Creators Speakes

Raheja Developers Limited, incorporated in the year 1990 by Mr. Navin M. Raheja, the first generation entrepreneur. Today, the company enjoys a strong presence in NCR and has made its position as one of the largest companies in the Real Estate Industry. The company is one of the fastest growing entities in the realty sector with a difference that offers luxury for reasonable costs, excellent customer care levels with highest customer satisfaction index and the highest imaginable standards for the welfare of its staff, society as well as for the environment. Mr. Manoj Goyal, the Senior Vice President of the company will share with us about the future projects of the successful company.

Metroplots: What is Raheja's strength?

MANOJ GOYAL: We at Raheja's believe in continuous improvement and innovation. Our products are our core strength. None of our projects are typical projects and we do not repeat the design and concept. Each project is different from other and we plan our projects based on international practices, pattern and customer demand and need.

We follow high degree of transparency while dealing with customers. We make sure that all the facts of the projects are conveyed to customers while booking the unit. Our customer service department speaks to customer before banking the cheque to ensure that our marketing team and agents have conveyed entire details of the projects and no misstatement is made to customer while accepting cheques. Further, we regularly update our customers about the construction progress by uploading live videos on you tube and our web site.

Our team is biggest assets for the company. They are highly professional and have rich experience in their field. Every organizational decision is taken based on long term plan of the company. Certainly, our Promoter is visionary. He is highly qualified and understand business needs in long term. The organization has grown and is growing further on his vision and mission.

Metroplots: What is your plan for Raheja's growth in the real estate sector?

MANOJ GOYAL: Presently, we are executing projects having saleable area of approx 8 million sq ft and plans to launch approx 4 million sq. ft in next financial year. We will be doing one township of approx 150 acres, slum rehabilitation project in Delhi and one residential project in Dharuhera in coming financial year. We are not in hurry to be large in numbers but certainly, we believe in creation of strong brand on which customer can bank in long term. Presently, our focus is mainly in cities of North India but going forward we may expand our business operations in other major cities of India.

Metroplots: Raheja has been an active player across residential, commercial, retail and IT space, what are your current projects in these segments?

MANOJ GOYAL: We are doing 8 residential, 2 commercial and retail projects at this stage. Recently, we have launched a project in sector 78 in gurgaon having saleable area of approx 2 million sq. ft.. The project is in luxury segment with all modern and state of art facilities. We have tied up with Amattrra spa for club facilities and limited number of Amattrra branded apartments. We have also entered into a joint venture with one of world's largest construction company Arabtec construction, who built Bhurj Khalifa, world's tallest tower for construction of this project.

Metroplots: Raheja's growth has been consistent and steady over the years. Will we see an aggressive push for growth from the brand?

MANOJ GOYAL: As I told you, we are more focused on quality and delivery with international standard, aggressive push never helps the brand to become stronger. But certainly, in future, we will expand our size gradually. The joint venture with Construction Company will support our expansion plans as this will provide us in house latest construction technology to be more innovative and meet international standard and overcome construction challenges.

Metroplots: What challenges do you see in the construction and real estate sector and how are you planning to tackle it?

MANOJ GOYAL: Over the last many years, we have realized that India is lacking latest construction technology and good quality of construction contractors. So timely and quality delivery is the biggest challenge in the construction space. We have tied up with two construction company as joint venture to tackle the construction quality issue and we hope that we will be able to handle the same and will get advantage over our competitors.

Metroplots: What are the new wave of amenities and facilities being provided in residential units?

MANOJ GOYAL: We have recently launched one of our most awaited project i.e. RAHEJA REVANTA. REVANTA is one of tallest tower in NCR with a provision for helipad and it will have first of its kind sky bridge with an infinity pool at the 46th floor overlooking Aravallis. Part of project will be developed as Amattrra homes in association with Amattrra spa, who will be managing club services as well. The Amattrra spa is Asia's one of best spa in India. This kind of club service is a unique concept and customers will have 5 star comforts at home only. Further, other amenities like laundromat mini theatre, automated car wash, valet parking, complete 3 tier security are also planned in the project.

Metroplots: Many big players are entering in to an all India status. How do you see competition from these brands?

MANOJ GOYAL: It does not make any difference for us whether a brand is all India player or regional player. We always go beyond the market and offer unique product to our customers. In fact, in real estate, the regional players have more advantage as compared to India level player. Success of all India players, depends upon performance on ground and having satisfied customers base. In fact, this is good for industry as more and more big players will come in the market, the competition will be fair and customers and investors will have more confidence in the sector.