

# hot property

## Balancing Roles to Success

Established in 1973, Nahar Group has been a veteran in the construction industry in Mumbai.

FOR 15 years, Nahar Projects, a sister concern of Nahar Group, has been flourishing under the leadership of multifaceted architect and developer - Ajay Nahar, delivering projects that are redefining the face of luxury in the city. In a short span of its existence, Nahar Projects has successfully completed a varied range of Projects such as Hospitals, Medical Centres, Luxury Residences, Office buildings and Business Centres.

With a Master's degree in Construction Project Management from UCE England, Birmingham, Ajay Nahar is one of the very few developers in town who holds an architectural degree. Speaking of his multiple roles, he says, "As an architect in the real estate industry, the understanding of a project comes far more easier to me. Architectural related queries are resolved on the site itself with the team instead of having to call a bunch of architects and organizing a meeting and delaying the project." Being an architect and an avid traveller, he keeps himself up-to-date about the innovations and materials in the industry around the world and sources them himself, seldom needing inputs from foreign architects. This simple but efficient style of working has bagged him two prestigious awards viz. Young Architect of the Year 2010 and Best Business Practice 2014 by Accommodation Times.

### Some excerpts from the interview with Ajay Nahar

**Q. How can a developer add value to a project after its completion?**

**A.** For Nahar Projects, it's not only about getting the building executed, it's also about seeing how people will live and setting up the facility management services accordingly which people can run and maintain. Once the project is completed and sold, the occupants need to be guided about the smooth functioning of the building for a longer shelf life. In 2014, for our project Sarvodya Heights, in

Mulund (W), we formed a society and provided printed guidelines to the occupants. Today, they know how to operate and run the services and facilities practically, keeping the building intact. This makes it one of the highest priced buildings in the western suburbs. This is how one can add value to the project by seeing it through till the end.

**Q. What challenges do you face in the industry? How do you overcome them?**

**A.** Meeting the expectations of the buyer is always an interesting challenge for our team and we try to overcome that by delivering more than what was offered. The brochure is made in the initial stage of the project, flats are promised and sold in a process, but the planning is continuous. Within the 2 to 2.5 year lifespan of the project, we try to integrate all the innovations and technology that gets introduced in the market in that time frame, which then become a pleasant surprise for the occupants. For e.g. in Sarvodya Heights we delivered touch screen information kiosks, 3 m/s high speed elevators etc. which was not promised in the brochure and thereby overwhelming the occupants.

It is also essential to keep a check if the amenities are sufficient in terms of the number of residents. To overcome this we calculate something called the life size factor which is essentially a ratio of the space of an individual in the house to the ratio of the space of amenities, so that the number of users get equal space from the amenities. The children play areas too are planned not only with a few swings and slides but with modern rock climbing areas, Lego structures and more. We actually brainstorm and decide what kind of activities would help kids grow and then plan accordingly.

**Q. Could you tell us a little bit about your plans for 2016?**

**A.** We are developing our next

ultra luxury residential project at Mahalaxmi, facing the racecourse and the sea, and our team is working firmly towards its deadlines. The project is scheduled to be completed in October 2018 and has already started to generate quite a buzz. Being in the heart of the city, this project offers practically everything starting from fascinating views of the racecourse, skyline and the sea, humongous living spaces and privacy, tons of amenities and fluid connectivity to all parts of the city. The project, once completed, will be a game changer in the real estate scenario of Mumbai.

**Q. What advice would you like to offer the new entrants of the industry?**

**A.** Planning your team right is the most important step in creating a successful project and a solid firm. One bad fish can spoil the whole pond, similarly one wrong person or collaboration can delay the entire project, so be very meticulous in choosing the people you work with. It is important to keep learning from each other and working with likeminded people in a non bureaucratic environment and delegating the right task to the right individual. We are partnering with likeminded developers to create world class marvels like 92 Bellevue in Borivali(W). It is imperative to work with the right kind people to execute a project of this scale followed by timely delivery of the apartments.

### Mantra for a Successful Project

- Time management
- Valuing your and other people's time for the project
- Help people achieve their task and objectives
- Motivation to the team and self-motivation
- Positive outlook and innovation

