

ICONS

BUSINESSES THAT HAVE TRANSFORMED NOIDA INTO AN ICONIC CITY

THE ECONOMIC TIMES, NEW DELHI, FRIDAY, MAY 9, 2014

ADVERTORIAL

ENROUTE TO
Success

PUSHPA BECTOR
DLF Limited, Mall of India

RAJIV KUMAR
DS Group

LATE PONTY CHADHA
Wave Group

MANOJ GAUR
Gaursons India Limited

DR ANIL KUMAR SHARMA
Amrapali Group

**HIRAJ JAIN AND
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ASHISH KUMAR
Dr Willmar Schwabe India Pvt Ltd

HARISH SHARMA
Aadhar Group

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Essence Communications



BASKING IN THE GLORY

Rama Raman, chairman and CEO, Noida and Greater Noida Authority, recently launched Icons, a coffee table book that celebrates the true entrepreneurial spirit and vivid business landscape of Noida. Read on to know more...

RAKESH MALIK

Last week, on Wednesday, April 30, *The Times Group* celebrated the success of many entrepreneurs from Noida, by unveiling Icons, a *Times of India* presentation that vividly describes the exceptional tales of businessmen and new age entrepreneurs. While unveiling Icons, Chairman and CEO, Noida and Greater

Noida Authority, Rama Raman shared his thoughts on the occasion, "I would like to thank *The Times of India Group* for recognising the potential of Noida and people who have contributed to its growth; some of the them are in front of us. It is wonderful to be here and share the stage with all the icons. Sectors who have played a major role in the exemplary growth of Noida are - firstly the farmers, industries, educational

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Photos: Vinod Kumar



Wave Group, the dream venture of Late Ponty Chadha exemplifies success in every sphere. Built from scratch, this huge conglomerate of businesses is today one of the largest in all arenas it ventured into. Envisioned by the Late Kulwant Singh Chadha way back in 1963, Wave Group has been steered by his long term vision and today boasts of an impressive portfolio of businesses, including sugar manufacturing, distilleries and breweries, real estate, malls and multiplexes, beverages, sports, education, paper and entertainment.

Started as a sugar crushing business, the major industrial diversification of Wave Group started with their paper unit and they finally diversified into real estate, with the onset of Centrestage Mall (now Wave Mall). Talking about this diversification and why they chose to venture into real estate, Manpreet Chadha, vice chairman, Wave Infratech shares, "For my fa-

The indisputable leaders

Success at Wave Group is not measured by profitability alone. It must lead to the happiness of all stakeholders involved to be truly successful

ther Ponty Chadha, the reasons were very clear. He could envision that we needed another stream and back then the real estate seemed like the new upcoming sector. Noida became a focal point because of DND coming up, its connection and integration with Delhi" For their foray into retail and real estate and their first project, the Wave Mall (earlier Centrestage Mall), Chadha expresses that they are thankful to Shipra Group and Late Harpal Singh for launching the project as a joint venture with them. "He convinced my father to enter this business through this joint project. They were leading the project until Harpal Singh passed away.

We then started managing the project more profoundly. This is how we began as a small player in this field and then slowly expanding into Ghaziabad, Lucknow and Ludhiana," says Chadha. He adds, "It was at this juncture that with a project in Greater Noida we commenced into the residential projects."

"The philosophy of the group has always been to collaborate with experienced stakeholders from the real estate sector. Wave Group started the journey by collaborating with the Uppal Group in helping to develop their second residential project at Greater Noida. After getting the hands on experience in development of residential and commercial property, the group along with the experienced partner succeeded in getting the license for HI TECH city project at Ghaziabad. The award of license to the Wave Group gave impetus to expand the business horizon to Mohali and was successful in getting license for developing 300 acres of mixed land use project. Then the projects in Sector 18 Noida came along and the journey has been very exciting till date," avers Chadha. Wave Group's policy has been

to efficiently and effectively optimise its diverse businesses and maximise output by participating in all aspects of business. This has resulted in exponential growth in the group's productivity, its ability to transform industries and in creating opportunities for entirely new market segments. The business model has evolved significantly through strategic investments in services and technologies, ensuring that the Wave Group maintains its competitive advantage in every sector.

The USP of the organisation is keeping promises and reciprocating to the investors. Reciprocation every time and on all commitments given or taken is what makes Wave Group, the company it is today. Besides this, the group also believes in delivering as promised; Wave Group also spends extra months to go into the very deep of the project and convert them into efficiently executable projects. The company does this prior to the stage of designing. It is only then that the promises are made while maintaining a healthy bottom line. Every successful journey has a long story of roadblocks and obstacles on its way. The ones who

overcome them are those who have achieved success in its purest form. It is interesting to understand how the patron of the group - Late Ponty Chadha overcame obstacles during his entire journey. The Late Ponty Chadha's biggest acumen in business was his deep study of roadblocks and converting those roadblocks into strength. He always ensured that once the person has crossed the obstacles, they shall never enter one's life again. In fact, he was such a great leader that he made sure he filtered them at his own level and never let them percolate down to the group. The roadblocks could be taken care of by the Late Ponty Chadha because of the philosophies ingrained in him. Determination and hard work towards a clear goal is what has helped the Wave Group pass through any difficulty. For the Chadha family, the biggest priority has been work; work is the primary focus for them than any other aspect in life, a choice the family has made and is extremely happy about.

A typical business house would count the growing wealth as its success but Wave Group thinks otherwise.

