

And, the winners take it all...

They were the stars of the day and enjoyed all the limelight; they deserved it too! These icons have played a vital role in making what Noida is today and continue to be stakeholders in charting the city's future. They deserve a laud for all their good work



Rama Raman (left) giving away the award to Pushpa Bector, sr vice-president, DLF Limited, Mall of India Ltd



Dr Anil Kumar Sharma (right), CMD, Amrapali Group receiving the award



Vikas Khurana (right), founder and director, Essence Communications accepting the award



Dr Sanjay Gupta (centre), chairman with his wife Rajni Gupta (right), executive director, Ramagya School getting the award



Ashish Kumar (right), MD, Dr Willmar Schwabe India Pvt Ltd taking the award



Manoj Gaur (right), MD, Gaursons India Ltd accepting the award



Shashank Surana (left) and Bhavna Sood (right), senior vice-president, DS Group receiving the award



Ritesh Malik (right), MD, Creative Thinks Media accepting the award

Photos: Vinod Kumar

Changing Noida's landscape

Realty giant DLF is all geared up with its new project, the Mall of India, a brand new concept that will change the course of Indian retail industry forever

Once a barren land, Gurgaon is today a bustling commercial and premier residential city. Among many other factors, it was due to the buildings created by DLF that gave Gurgaon the unique identity that it still holds. After Gurgaon, now it is the turn of Noida and the rest of NCR to experience the same dynamic change in its retail landscape. Not only that, with the Mall of India the realty giant is set to change the retail experience in the country forever. After numerous exceptional and path-breaking retail masterpieces, DLF, with its accrued and acquired experi-

ence, expertise and entrepreneurship, is all set to create history again and redefine the world of retail in India by presenting the DLF Mall of India. With an expertise of more than six decades in the industry, DLF is now presenting the marquee project that is going to create a benchmark in the retail business of India - DLF Mall of India at Noida. The Rs1100 crore project which is spread across the retail space of 2 million sq ft (GLA) is set for launch in the second quarter of 2014. The idea of Mall of India came to the group about five and a half years ago when a research was conducted by AC Nielsen. It was found that the city had a large audience and the fact that this is a growing city and will attract a larger audience in the coming time. Elaborating further, Pushpa Bector, senior vice-president, DLF Utilities Ltd, says, "With this research, it was certain that the market was already there and secondly, we got a really good location as at DLF, we believe in choosing the best location possible. With the Mall of India, we got a location that is at the mouth of Noida and caters to Expressway, Noida, East Delhi, Mayur Vihar, South Delhi and even Central Delhi. With good connectivity, within a ten minute drive time, one can attract a good density of population to this project. The market was very much there, waiting to be tapped. We are very excited about it."



A brand for one and all

A diversified business portfolio, strict adherence to quality and thinking ahead of times has helped DS Group maintain its position as one of the leading brands

Hailing from Barot in Karnal District, Lala Dharampal started his career at a young age from Chandni Chowk. The business he chose was intertwined

Dharampal set up a small perfumery shop in Chandni Chowk. The urge to create a business around consumer tastes and preferences led Lala Dharampal to innovate quality products made out of essential oils like agarbattis, flavoured supari, gulabjal and tobacco.

In 1940s, the firm started focusing on manufacturing chewing tobacco. Lala Dharampal was a visionary whose quest was to create a business around consumer tastes and preferences, and innovative quality products. Later on, his younger son Satyapal joined the business. He inherited the qualities of high virtues, innovation and aspiration to be the best in one's business. Satyapal was an exemplary entrepreneur who achieved excellence by nurturing an enterprise reflecting quality and innovation. And also drafting the blue print to build and strengthen the outlook for future. He was bestowed with the title of Sugandhi - Master of Fragrances by his peers. In 1972, the firm was incorporated as a private limited company. In 1979, Dharampal Satyapal (DS) was incorporated. Then came a moment which changed the market dynamics in this segment forever. The legacy of the company was taken forward by the next generation Ravinder Kumar, Late Sunil Kumar and Rajiv Kumar. Today, the company continues on its growth path propelled by the enthusiasm of Ravinder Kumar and Rajiv Kumar.



with the city's culture and the two were virtually inseparable. Simultaneously, he started taking interest in the intricacies of perfumery business. Slowly, Lala Dharampal began to learn the unique characteristic of each *itr*. Over time, his personality, behaviour and ability to learn became increasingly versatile. He acquired vast knowledge in both the fields. The group was founded in 1929 when Lala

Delivering quality time and again

For a brand to be successful, it has to be a consumer friendly enterprise, something that Dr Anil Sharma made sure to turn his company Amrapali Group into

If you are determined and are passionate about your desires in life, there is nothing that you can't achieve. Dr Anil Kumar Sharma is a man who fits this description. He was always passionate about building buildings. Hailing from a small village Punarakh in Bihar, this young dynamic civil engineer is a pass out of the prestigious IIT Khadagpur. After doing his MBA and Law from Patna, he started his career with NTPC, NPCC and worked with Bihar Civil Services for about 12 years. Though he was an achiever academically with an excellent meritorious background, he decided to foray into the realty sector. He describes his journey as tough yet enjoyable. Coming from a mediocre or middle-class family and understanding the need an importance of a shelter, he launched his first residential project in the year 2002 in

Noida called Amrapali Exotica catering to the common man. And after that, there was no looking back. It takes a lot of courage to leave a sorted life and job to chase your dream. Sharma is one of those who are not afraid of taking risks in life. Though he started his business, he lacked two most important factors that are prerequisites for a business to flourish - credibility and credential. "My educational background really helped me achieve credibility and my work allowed me to earn credentials. Gradually, I succeeded in achieving both," says an overwhelmed Sharma. But, this was just the beginning. There were many more challenges to overcome. Among several such challenges, Sharma feels one big challenge was to bridge the gap between demand and supply in India. "The gap is so wide and difficult to fill, but we are trying our best," he says. Sharma's vision has taken Amrapali to greater heights by completing the construction of projects spread over more than 100 acres.



Getting better with every challenge

A consumer oriented approach coupled with right intent has taken Mahagun Group to the top of the ladder in the realty industry

Mahagun Group is a conglomerate of companies operating in real estate and hospitality sectors. The flagship company Mahagun India Pvt Ltd was incorporated in 1995 with the objective of carrying out real estate construction and development with primary focus on residential real estate. However, over the years, the group incorporated/acquired some more companies and made its foray into development of commercial real estate as well as hotels. "We have already delivered approx 7.00 million sq ft of real estate and the projects involving development of approx 15.00 million sq ft are currently in hand at various stages of development," said Amit and Dhiraj Jain, directors of the group.

The decade starting from 1990 saw opening up of economy leading to private sector participation in real estate development in a big way. "My father, who also happens to be an engineer by profession, saw a huge opportunity in this area and started development of multi-storied flats in Ghaziabad. From that stage onwards,

it has been a continuous journey towards setting higher and higher goals for our business, which we have been able to achieve through our sincerity, dedication and absolute commitment to our customers," says the duo. The keys to brand success are self-



definition, transparency, authenticity and accountability. Mahagun believes in complete transparency, backed by ethical practices, coupled with timely delivery of quality product to the customers at reasonable prices. Both the brothers are brimming with confidence and have a vision to take real estate to newer heights not just by constructive development but by environment friendly development.

The vision of the group is very clear. It wishes to usher a better tomorrow by giving people an improved quality of life and living standards.

Creating value for customers

Real estate development is not just about constructing projects; it is a foundation of society, believes Harish Sharma of Aadhar Group

Leaving a lucrative job is never an easy option for anyone unless guided by passion to do something remarkable. Harish Sharma, chairman and managing director of Aadhar Group followed his passion and instinct to do exactly that. Leaving a quality profile job, he turned into an entrepreneur. Today, he is the face of an established brand, which is a reputed name in the realty sector. It required courage and hard work to realise his dreams and take Aadhar Group to these heights and evolve as a committed brand in such a short span. After turning almost 40 lakh sq ft of residential and commercial land into architectural landmarks, Aadhar Group promises to come up with more such unmatched quality projects. When one takes risks in life, it may lead to success or failures at times, yet both are equally important. Sharma too had this thought in mind when he took the decision to step aside and venture into the realty sector. Founded in 2006, the group has prospered immensely since its inception. Aadhar Group recently announced a

commercial real estate project. Hailing from a middle class family and having a tough childhood made Sharma realise early on in his life the value of hard-earned money. "We make sure the client's investment is safe and profitable. Unlike any other developer, we ensure that our projects get completed not just on time, but at times before time committed schedules. This is because we value people's hard earned money and don't want their gruelling effort to go in vain. It is my responsibility as a businessman to deliver on time. I make sure that I don't spend money taken by them on any of my personal needs. I am in this business not just to earn money, but to serve the society as well," says Sharma.

He proves this by sharing that he only takes Re1 as his salary every month as CMD of the company."

