

A realtor whose vision has bettered thousands of lives

Pics: Debabrata Shome



Manab Paul receives the award from Aditi Rao Hydari

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— Manab Paul, founder, Sree Balaji

Manab Paul, the founder of Sree Balaji, grew up in a middle-class Bengali family, with an ambition to do something out of the box. In 2007, Manab, then a 24-year-old first generation entrepreneur, decided to start his journey with a real estate venture.

“Running a real estate business was very tricky at that time,” said Manab, adding that builders didn’t enjoy the kind of trust they do now. “Moreover, socio-economic conditions were very different. The first lesson I learnt after starting my business was that I had to create a real estate brand that’s trusted by buyers,” he added.

Over the years, thanks to the quality of the apartments and bungalows and adherence to deadlines, Sree Balaji became one of the most trusted real estate brands in Bengal. Since then, under the leadership of Manab, the brand has delivered lakhs of square feet of living space to its customers and has upcoming project worth at least 20 lakh sqft.

Speaking how he built a debt-free company in just 15 years, Manab said, “The thought that my company provides livelihood directly or indirectly to more than 1,000 families encourages me every morning. I was never a job seeker. From day one, I wanted to become a job creator and that has been my most satisfying achievement till date.”

Real estate and hospitality are employment-generating industries and Sree Balaji has interests in both. Manab, with his out of the box thinking and unique ideas, has made the company one of the popular brands in market.



Pantheniwas, Bon Bungalow, Panthashala are not just real estate products but concepts that give buyers a feeling that they are investing in a healthy and safe life. The concept of affordable vacation homes blended with luxury was introduced by Manab in 2010 at Bolpur Shantiniketan and from then on, he never had to look back. Now, Sree Balaji is the only real estate brand in Bengal to offer the choice of six destinations to buyers for their dream vacation homes. Bolpur Shantiniketan, Dooars, Digha, Rai-chak, Mandarmoni and Puri are the current choices and a few more are being added very soon.”

Revealing that they generate more than 30% sales through references by existing customers. “My focus on building a trustworthy brand has helped us grow faster,” Manab added.

The brand and Manab’s success has not only earned them national recognition, but also international appreciation through a number of awards. The company has expanded to Odisha and has plans to take up projects to other Indian states in the days to come.



The Pantheniwas housing project in Santiniketan