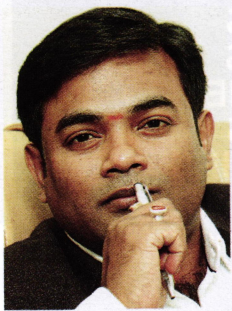


BUILDING YOUR DREAMS



NOT ONLY WE USE
THE BEST OF
TECHNOLOGY AND
TOOLS TO ENSURE
THAT ALL JOBS
ARE DONE QUICKLY
BUT ALSO GIVE
ATTENTION TO
DETAILS AND
ENSURE
EVERYTHING IS
DONE CORRECTLY,
SHARES **MANAB
PAUL**, FOUNDER,
SREE BALAJI

Sree Balaji is currently making headlines as a leading real estate developer in Bengal. Its operation starts right from acquisition of land, appointment of architects to actual construction and on-time project delivery. Trust and reliability are the Group's watchword and core belief. The keys to the success of Sree Balaji includes on-time delivery, strict quality control, outstanding customer service, clear marketable titles, together with transparent communication skills.

DELVING DEEP

"Once I came into the real estate industry in 2007, I realised that this was one of the principal requirements of human life. Out of the three basic requirements — food, clothing and lodging, I am serving one. In a real estate transaction, more than money a lot of human emotions and sentiments are involved which inspires me to delve into this industry. It is a once in a lifetime investment for a lot of people and involves a lot of emotions," shares Paul.

FACING CHALLENGES

"I do not hail from a business family, let alone real estate. I somehow met a brother who was into real estate, and that is where my journey begins. I had no experience and almost started from scratch. My first project was a small G+3 building project. Back then in 2007-08, there were a lot of ifs and buts involved in real estate. Availability of information was also scarce. The awareness of good products and works was also low, and I feel that back then we could not deliver the best quality product. But now we have been able to tackle

that problem," explains Paul.

WHAT'S DIFFERENT?

"Trustworthiness and our commitment are what makes us different from the others in this sectors. Our continuous investment in research and development to ensure innovation is also something that helps us stand out," informs Paul.

CHANGING TIMES

"The socio-economic environment has changed a lot. There have been several rapid changes in the last 10 years. We are about to enter the era of 5G internet connectivity. I am looking forward to further changes in the coming years. Post Covid, the demand and requirement of consumers in real estate products has changed fundamentally. The demand for bungalow projects which was low previously, has seen exponential growth. The demand for open space and garden area has also seen growth. In the future there might be more inclination towards properties like farmhouses and properties in the outskirts," believes Paul.

VISION FOR THE FUTURE

"With each of my projects there is a blend of hospitality involved. I also have another brand called 'Panthashala'. It is basically a club house where we offer a premium guest house along with luxury restaurants, bars and other amenities. In the coming days, I plan to further explore the hospitality sector. Alongside the real estate industry, I also want to innovate in the hospitality sector. What I like about both these sectors is that both creates large number of employment," states Paul.