



▲ RAHEJA ATHARVA LOCATED IN SECTOR-109, GURGAON IS THE FIRST PROJECT TO BE DELIVERED ON THE HIGHLY VALUED ZONE OF DWARKA EXPRESSWAY



BUSINESS MANTRAS

Focus on quality and give value for money product to the customers who have invested their hard earned money in our projects.

Transparency has always been on the priority. All the approvals and documents related to all the projects are provided in the website for the benefit of the customers.

Operate in tandem with latest operational technologies for simplified business processes and accountability at all levels.

A positive workplace culture leads to increased productivity, better employee morale and the ability to retain skilled workers.

The future of any business lies primarily on how you keep the faith of your customers alive.

development towering high in sector - 78 Gurgaon. The construction is being done by Arabtec, the makers of the world's tallest tower Burj Khalifa in Dubai and the construction system used is by PERI, a German technology, one of the best and most innovative technology in the world, known for super-fast and world-class construction quality. Prefabricated shuttering scaffolding system and rail climbing system designed by PERI, has decreased the slab cycle from 20-25 days to 5-6 days. Arabtec has already achieved a floor cycle of 3.5 days at Burj Khalifa in the past and at Revanta they have achieved a five-days-per-floor cycle for a 25,000 sq.ft floor plate each, which is perhaps the fastest construction on Indian soil.

Nayan Raheja is the man behind Raheja developer's dream project, Revanta, which will break the records in luxury and stand out to be one of the tallest residential tower in North India with 56 floors. He has been involved right from conceptualization to designing to execution to timings of this project.

Turning point

There is always a turning point in one's life or business; there is no straight and smooth road to success. "I delved into business in 1978. My first business venture was a scooter agency. Lambretta was a line of scooters originally manufactured in Milan, Italy by Innocenti. It was a grand success in the initial years when it was launched in 1974 but by 1978, the scooter had failed in India and most of the agencies in Delhi had closed down. I started the business with a meagre investment of INR 5000 or so which would buy only one scooter for Rs.4738. This represented all my savings. I had collected this money from my scholarship and part-time business, while I was studying. It was a challenging task. From a sale of just two scooters a month, I was subsequently able to significantly increase sales and within a year, I crossed a monthly sales figure of 48 scooters. My success in scooter sales was seen by Scooters India as an indicator of a turnaround in their fortunes. The result was they appointed more scooter agencies in Delhi. The new business model did not work and by the early 1980s it was clear that the company was failing, as well as my scooter business. As the scooter agency had failed, I tried my hands at diverse businesses. I had to keep my enterprise away from collapsing, and to do so have to look at other avenues. I went into finance, the chit fund business, travel agency, agriculture, computers, became an Indian importing agent for power projects, interstate sales of automobile components, and handicraft exports too. I tried my hands at electronics, taking up the agency of the first colour TV in India in 1982 when the Asian Games were held in Delhi. I tried to get into manpower exports. I even flirted with politics and was privileged to be part of the Congress election campaign with Rajeev Gandhi," says Navin M Raheja.

"This was a period of self-discovery for me. Although I had given my best, I had met with no great success. In the end, I had to accept two things: the first that I was not cut out for politics, and the second, that I had the makings of an entrepreneur, the



Blueprints of buildings should not be made in isolation but in harmony with the needs, dreams and aspirations of those who will inhabit them. The company has been awarded over 90 prestigious national and international awards.

determination to fight and avail opportunities. Just around that time I had my first brush with real estate. It was in 1983, just before Diwali, this was the first time for me when I invested into real estate which yielded healthy money gain. Thereafter, I kept on investing and disinvesting in real estate, and found it quite a lucrative side business," Navin M Raheja adds.

In 1988 - 89, Navin M Raheja entered into real estate in a big way with the project Qutub Farms, located in Sectors 57 and 58 in Gurgaon. At that point, he identified this parcel of land and thought it would have great possibilities when the Gurgaon Master Plan will be extended, and it was apparent to him that this was imminent.

Then he moved away from the Capital to the hills.



▼ RAHEJA OMA, THE TALLEST TOWER OF DHARUHERA TILL DATE IS A SIGNATURE RESIDENCES IN THE MULTI-BILLION \$ CORRIDOR FOR THE UPPER CRUST

RAHEJA VEDAANTA FLOORS LOCATED AMONGST THE FIRST PROJECT TO BE DELIVERED



In 1990, he took up Pine Gardens project which turned out to be the most challenging. The project was to be built on a hillside and did not bring him much money initially. He had to learn almost everything there was to learn about real estate. It was a great learning experience. After the project was completed he continued with one project at a time, concentrating primarily on quality and client processes.

As he continued working, each project was a learning experience and each turning point made him stronger and wiser. In the late 1990s, twenty-first century opened up new opportunities to execute several projects. Today, his company is one of the largest in the real estate sector with projects all over India.

His son Nayan Raheja has been a front runner in getting the world's largest project in India under his company i.e. Arabtec to India under his leadership. The company's backward integration of the company has been instrumental in appointing the best talent from USA, the structural engineers of the world, the 800m high, tallest building in the world also the Petronas Towers in Malaysia and Taiwan. Overall, the result is visible as adding turnover and brand value and future ahead.

Work culture

Work culture is the major contributing factor to the success of an organisation for a longer time. The growth of an organisation is dependent on the best of the employees and making them work for the organisation for a longer time. The growth of an organisation is dependent on the best of the employees and making them work for the organisation for a longer time. The growth of an organisation is dependent on the best of the employees and making them work for the organisation for a longer time.