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 RAHEJA VEDAANTA FLOORS LOCATED IN SECTOR-108, GURGAON IS AMONGST THE FIRST PROJECT TO BE DELIVERED ON THE HIGHLY VALUED ZONE OF DWARKA EXPRESSWAY



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

In 1990, he took up Pine Gardens project in Nainital. It turned out to be the most challenging project of his life as the project was to be built on a hilltop. The Nainital project did not bring him much money but taught him virtually everything there was to learn about executing projects. It was a great learning experience, and once it was completed he continued with one project at a time, concentrating primarily on quality and economic and efficient processes.

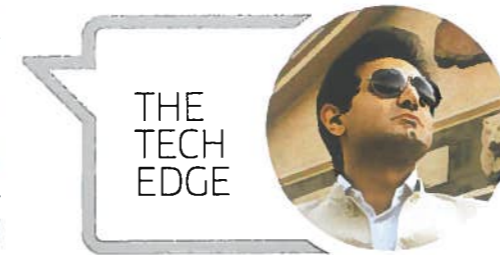
As he continued working, each day proved a great learning experience and each turning point in his life have made him stronger and wiser. The boom of the early twenty-first century opened up new avenues and gave the opportunity to execute several projects one after another. Today, his company is one of the largest in the real estate sector with projects all over India.

His son Nayan Raheja has been instrumental and front runner in getting the world's largest construction company i.e. Arabtec to India under Joint Venture as part of backward integration of the company. Nayan has also been instrumental in appointing Thornton Tomasetti from USA, the structural engineers of Kingdom Tower 1 km high, tallest building in the world under construction, also the Petronas Towers in Malaysia and Taipei 101, in Taiwan. Overall, the result is visible and company is adding turnover and brand value and will have a great future ahead.

Work culture

Work culture is the major contributing factor to extract the best of the employees and make them stick to the organisation for a longer time. The group as a real estate

Construction technology is fast evolving in real estate market. The group believes in using innovative technologies over the current conventional construction systems.



company emphasises on a culture which is customer centric to ensure customer satisfaction level is maintained, teamwork and continuous process improvement being their core ideology. They believe that happy and energised employees are the key to success and the company constantly work to create an employee-friendly environment in the organisation. They keep on motivating their employees with incentives and rewards so that hard work never goes unrecognised.

The group strongly believes that a happy employee is the driving force towards success. Every employee knows the value and the mission of the company and they work hard to achieve the same. The company promotes team-work that organises work activities around teams instead of individuals and places a high value on this characteristic of organisational culture. People who work for these types of companies tend to have a positive relationship with their co-workers and managers. The group also promotes a culture that places a high value on innovation and encourages their employees to take risks and innovate in the performance of their jobs. They promote a healthy competition amongst the employees and reward them for performance; a positive workplace culture leads to increased productivity, better employee morale and the ability to retain skilled workers.

Road ahead

The future of any business lies primarily on how you keep the faith of your customers alive. Raheja understands it and believes that quality and delivery along with transparent processes keeps you apart from others. Writing about all this doesn't take time but following and executing it into business makes your future which is the path that Raheja Group is following. The road ahead is not easy but their determination towards achieving what they aspire makes it a success story. Raheja Developers keep working for every strata of society. The group has super luxury projects, it also has affordable housing and it is the first group to take initiative to redevelop slums in Delhi at Kathputli Colony where it is rehabilitating approx 20,000 people from slums to give them a meaningful lifestyle full of modern day facilities. Raheja believes in making a difference in the life of every person and uplift society benchmarks so that we are able to create a better tomorrow for everyone. Also, we should not forget about our planet that has permitted us to live on it. Thus, our buildings should be environment friendly causing least burden on the natural resources.

Business mantras

Focus on quality and give value for money product to the customers who have invested their hard earned money in our projects is the business mantra of Raheja. They today are one of the most transparent developers in the league. Transparency has always been on the priority list for them. Customers are offered a unique ID and password by which they can log into its website and access one's booking history and latest account statements. All the approvals and documents related to all the projects are provided in the website of Raheja for the benefit of the customers. They operate in tandem with latest operational technologies for simplified business processes and accountability at all levels. Unlike a handful of real estate companies in the industry that use Enterprise Resource Planning (ERP), SAP and Oracle based on marketing modules, Raheja Developers has all its departments integrated with ERP control system developed in-house for operational accuracy and efficiency at all levels. The ERP manages the company's CRM, marketing, project quality control, cost control, human resource, accounts, purchase, inventory, statutory compliances, online monitoring systems, brokerage calculation, customer service, individual performance evaluation, etc.