

"We invest between 5-10 per cent of the entire project cost on equipment."

- Abhay Kumar, Chairman & Managing Director, Griha Pravesh Buildteck Pvt Ltd

Creative, innovative and customer-focused organisation is the mantra for **Griha Pravesh Buildteck Pvt Ltd**. Set up under the astute leadership of **Abhay Kumar, Chairman and Managing Director**, the company has achieved several successful projects spanning over 2 million sq ft in both premium residential and specialised commercial projects. Moreover, having established its footprint in cities in Maharashtra and Uttar Pradesh, the company is now making its presence felt in the National Capital Region. Kumar further shares his insights and experience on technologies used and unique investments in conversation with **SHRIYAL SETHUMADHAVAN**.

One of your biggest USPs remains offering a lifetime maintenance-free project. How has this been achieved?

We offered lifetime free maintenance in 2012, when we delivered a project in Navi Mumbai called Sea Princess where all the flats are sea-facing. We created a corpus and invested the funds generated

in the stock market, mutual funds and real estate. Hence, with the rental income, appreciation in the stock market and the dividend from the mutual funds, we have been able to take care of all the maintenance.

What is the funding model you follow for your projects?

We believe in more equity and less debt. There are many developers who raise debt with good intentions, but owing to bad market conditions their plans have failed. The lifetime free maintenance has been generated with such huge confidence among my previous customers that whenever I initiate a new project, during the pre-launch phase itself, I have repeat customers who offer funds. This covers a major part of the funding I require for the project.

Speaking from your experience, in terms of RoI, what do you prefer the most, projects in Tier-I or Tier-II cities?

I believe in working on all the premium locations. Again, there is a big risk involved in Tier-II cities. Taking Pune as an example, for the past five years, prices in the city have not increased at all. If you compare the same situation in Noida, in the past three years, prices have doubled. We had launched a project in Pune in 2011-end at Rs 4,250 per sq ft and three months prior to this, we also launched Griha Pravesh in Noida for Rs 2,500 per sq ft. However, while the prices in Noida have now gone up to Rs 5,100 per sq ft, in Pune it is Rs 5,250 per sq ft. If you see the percentage difference, it does not even cover the bank interest. So, in Tier-II cities, there is a huge risk of the appetite of people. For instance, IT was growing in Pune rapidly and it was being envisaged as the future IT city. At the same time, automobile

**GRIHA PRAVESH
BUILDTECK PVT LTD**

YEAR OF ESTABLISHMENT: 2009

TOP MANAGEMENT: Abhay Kumar, Chairman & Managing Director

NO. OF EMPLOYEES: 80 plus

CENTRES OF OPERATION: Noida, New Delhi, Mumbai and Pune

TURNOVER: About ₹ **500** crore

ONGOING PROJECTS: Eastern Ranges, Pune; Green Square, Pune; Takshashila, Pune; Oakwood, Pune; Ulwe, Navi Mumbai

UPCOMING PROJECTS: In Mumbai and Delhi-NCR

COMPLETED PROJECTS: Sahil Serene, Pune; Sahil Sarvadaa, Pune; Sahil Saga, Pune; Sahil Sujal, Pune; Radisson Blu Resort & Spa, Alibaug; Sarovar Portico, Lonavala

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