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UNVEILING TOMORROW:  
**HERO REALTY'S  
TRAILBLAZING  
DEVELOPMENTS**

**THE ROAD TO  
PROSPERITY:  
DWARKA  
EXPRESSWAY,  
SHRI NITIN  
GADKARI'S  
VISION THAT  
CHANGED THE  
FUTURE OF  
GURUGRAM**

**ASIA AS A PRIME  
REAL ESTATE  
INVESTMENT  
MARKET FOR  
INTERNATIONAL  
INVESTORS**



2023 -24  
100<sup>TH</sup> BIRTH ANNIVERSARY  
DR. BRIJMOHAN LALL MUNJAL



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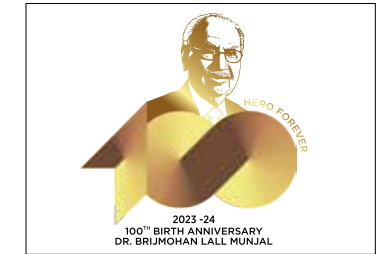
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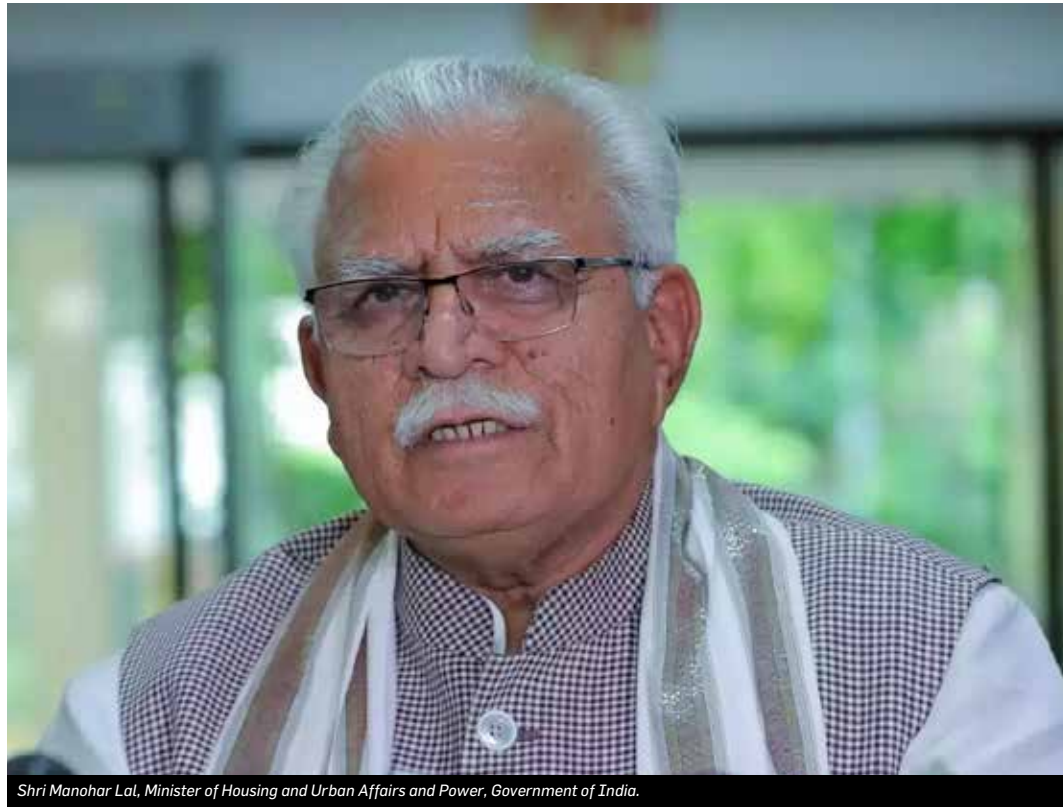
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Shri Manohar Lal, Minister of Housing and Urban Affairs and Power, Government of India.

# GOVERNMENT AND INDUSTRY INTERFACE IN THE REAL ESTATE SECTOR: FROM THE MINISTERS' DESK

In the vibrant tapestry of India's economic narrative, the real estate sector emerges as a beacon of aspiration, propelling not only economic development but also ushering in societal progress. It serves as a dynamic force, sculpting the very essence of our nation's evolving landscape. Under that same fabric there's an intricate interplay between government and industry in India's real estate sector made up of a tapestry of transformative visions. The Ministry of Housing and Urban Affairs has seamlessly integrated urban development, progress, and technological growth, creating a landscape where collaborative efforts shape the future — and this synergy is driving India's real estate renaissance. With **Union Minister Shri Manohar Lal** at the helm, we look forward to witnessing substantial progress in the future

**T**he Ministry of Housing and Urban Affairs has been a pivotal force behind several transformative projects that have left an indelible mark on the landscape of urban development in India. Its multifaceted initiatives, including the Pradhan Mantri Awas Yojana (PMAY), Urban Smart Cities Mission, AMRUT, Swachh Bharat Mission, and the National Urban Livelihood Mission (NULM), collectively reflect a holistic approach aimed at positively impacting the lives of millions of urban dwellers across the nation.

## EMPOWERING LIVES, BUILDING FUTURES

Within the purview of PMAY, a staggering 10.7 million houses have received the green light, significantly narrowing the urban housing deficit. Concurrently, the Urban Smart Cities Mission has unveiled a multitude of transformative projects, 5151 to be precise, amassing a cumulative value of \$27 billion. This substantial financial pledge not only highlights a strong commitment but also echoes a determined effort to nurture innovation and modernise urban infrastructure. It lays the foundation for a forward-thinking urban landscape, signalling a bold leap into the future of urban development.

The National Urban Livelihood Mission (NULM) emerges as a powerful agent of empowerment, particularly for urban poor women seeking a path to self-reliance. Through its multifaceted approach, NULM provides not just skill training but also

affordable credit, becoming a beacon of hope for people. The ripple effect is palpable, with 4.9 million urban poor women actively participating in self-help groups and over 1.8 million individuals benefiting from skill training and livelihood opportunities. Through strategic orchestration, NULM transcends being a mere initiative—it becomes a transformative force, fostering economic independence and community resilience.

## INNOVATIVE SOLUTIONS TO ADDRESS PROBLEMS

The Prime Minister's SVANidhi Scheme is a testament to the government's responsiveness, garnering over 600,000 loan applications. This robust response resulted in more than 143,000 sanctions and 40,000 disbursements, underscoring the efficacy of the measures taken. These initiatives not only provided vital financial support to street vendors but also offered a lifeline to many struggling during the uncertainties of the pandemic.

In tandem with these efforts, the Affordable Housing Complex Scheme for Migrant Labour emerged as a pivotal step in addressing the housing needs of the vulnerable. This move brightly mirrors the government's steadfast dedication to taking care of people, especially when times get tough. Prioritising housing solutions for migrant labourers, it's a clear display of the government's commitment to ensuring the safety and well-being of those who need it the most.

## INITIATIVES IN URBAN DEVELOPMENT

In the realm of the Ministry of

Housing and Urban Affairs, transformative initiatives have been introduced, aligning with the vision of 'Make in India' and 'Atmanirbhar Bharat.'

## TECH-DRIVEN PROGRESS

Under adept leadership, the Technology Sub Mission (TSM) for Sustainable Construction has been set into motion, aiming to instigate a transformative shift in the housing construction sector. This visionary mission resonates harmoniously with the government's dedicated pursuit of sustainable and technologically advanced housing solutions, marking a collective stride towards a future-ready real estate landscape.

Adding a significant dimension to the housing agenda, the Affordable Retail Housing Complexes (ARHC) Scheme, an integral part of the Atmanirbhar Bharat initiative, emerges as an efficient instrument for providing accessible rental solutions. The scheme's distinctive features, coupled with compelling statistics on the number of houses and beneficiaries, accentuate its paramount significance in meeting the housing requirements of the urban migrant poor.

## SMART CITIES CHALLENGE AND PUBLIC TRANSPORT IMPROVEMENTS

During the last couple of years, there has been a deliberate emphasis on smart urban development. Initiatives like the Smart Cities Challenge are designed to instigate comprehensive planning, integrating institutional, physical, social, and economic infrastructure. These endeavours,



Shri Manohar Lal, Minister of Housing and Urban Affairs and Power, Government of India.

by promoting 'smart' solutions, aspire to craft urban environments that are not only efficient but also sustainable and conducive to healthy living.

Simultaneously, the Ministry has prioritised the enhancement of public transport. This commitment is exemplified through the introduction of electric buses and an ambitious

plan to deploy a fleet of 10,000 buses. This strategic shift towards cleaner transportation methods aligns seamlessly with the government's vision for a pollution-free environment and a healthier, more sustainable future. These initiatives collectively underscore a holistic approach to urban development. By integrating

institutional, physical, social, and economic infrastructure, they aim to shape smart and sustainable urban environments, fostering a forward-looking and environmentally-conscious landscape.

Moreover, another significant legislative measure benefiting home-buyers is the Real Estate (Regulation and Development) Act, 2016, commonly referred to as RERA (Real Estate Regulatory Authority). This law serves the dual purpose of safeguarding the interests of home-buyers and fostering investment in the real estate sector. The implementation of the RERA Act is aimed at enhancing transparency, protecting the rights of homebuyers, and streamlining project completion timelines. Mandating project registration, disclosure of essential project details and providing a robust mechanism for grievance resolution, RERA stands as a cornerstone for fair and accountable practices in the real estate domain.

In conclusion, the collaborative efforts between the government and industry underscore a commitment to comprehensive development in the real estate sector. These initiatives, fuelled by innovative thinking and technological prowess, pave the way for a robust and future-ready real estate landscape in India. As the nation strives for self-reliance and sustainable growth, the government's vision, coupled with the dynamic leadership in the housing and urban affairs domain, sets the stage for a transformative era in India's real estate sector.

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# THE ROAD TO PROSPERITY: **DWARKA EXPRESSWAY, SHRI NITIN GADKARI'S VISION THAT CHANGED THE FUTURE OF GURUGRAM**

Has Gurugram already become the most sought-after real estate location in India? In the realm of infrastructure development, Shri Nitin Gadkari, the Hon'ble Minister of Road Transport and Highways of India — stands as a beacon of visionary leadership, his name synonymous with innovation and progress. The Dwarka Expressway, a testament to his foresight, represents the apex of his commitment to reshaping urban landscapes and driving economic growth

BY SHIVANI RAWAT

**S**hri Nitin Gadkari's strategic brilliance shines through in every aspect of the Dwarka Expressway's conception and execution. The expressway stands as a testament to his unwavering commitment to innovation and progress. From its inception, Shri Nitin Gadkari has championed this project as more than just a road; it's a conduit for economic growth, environmental sustainability, and social cohesion.

Shri Nitin Gadkari's strategic acumen is evident in every facet of the Dwarka Expressway's design and implementation. From its inception as India's first elevated eight-lane expressway to its meticulous integration of cutting-edge technologies, every aspect bears the imprint of his bold vision. By anticipating future needs and embracing sustainable practices, Shri Nitin Gadkari has ensured that the expressway not only addresses current challenges but also paves the way for a more resilient and interconnected future.

Central to Shri Nitin Gadkari's approach is a steadfast dedication to excellence, exemplified by his tireless efforts to surmount obstacles and deliver results. Despite facing scrutiny and scepticism, he remained undeterred, marshalling resources and forging partnerships to overcome challenges and propel the project forward. His unwavering commitment serves as a beacon of inspiration, illustrating the transformative power of visionary leadership in driving progress and prosperity.

At its core, the Dwarka Expressway embodies Shri Nitin

## SNAPSHOTS

- THE DWARKA EXPRESSWAY, SPEARHEADED BY SHRI NITIN GADKARI, SIGNIFIES VISIONARY LEADERSHIP AND INNOVATION IN INFRASTRUCTURE DEVELOPMENT.
- CHALLENGES IN ITS EXECUTION INCLUDED LAND ACQUISITION AND TREE TRANSPLANTATION, BUT COLLABORATIVE EFFORTS HAVE PROPELLED ITS PROGRESS.
- THE EXPRESSWAY AIMS TO ALLEVIATE TRAFFIC CONGESTION, ENHANCE CONNECTIVITY, AND STIMULATE ECONOMIC GROWTH IN THE DELHI-NCR REGION.
- GURUGRAM'S TRANSFORMATION INTO A COMMERCIAL, RESIDENTIAL, AND CULTURAL HUB UNDERSCORES ITS APPEAL TO INVESTORS AND RESIDENTS ALIKE.
- DWARKA EXPRESSWAY PRESENTS LUCRATIVE INVESTMENT OPPORTUNITIES DUE TO ITS STRATEGIC LOCATION, INFRASTRUCTURAL DEVELOPMENT, AND GROWTH PROSPECTS.
- TOP AREAS ALONG THE EXPRESSWAY, SUCH AS SECTOR 88A AND SECTOR 110, OFFER PROMISING RETURNS ON INVESTMENT WITH NOTABLE BUILDERS AND AMENITIES.
- SHRI NITIN GADKARI'S LEADERSHIP AND THE COMPLETION OF THE EXPRESSWAY SYMBOLISE PROGRESS, PROSPERITY, AND A BETTER FUTURE FOR GURUGRAM AND INDIA.

Gadkari's forward-thinking approach to infrastructure development. By employing cutting-edge technologies at each step, he has ensured that the expressway not only addresses present challenges but also anticipates and accommodates the demands of tomorrow's urban landscape. This proactive stance distinguishes him as a leader who doesn't just react to change but actively shapes it.

Shri Nitin Gadkari's leadership extends beyond the confines

of traditional infrastructure planning; it embraces a broader ethos of inclusive growth and environmental stewardship. Through initiatives such as the transplantation of thousands of trees and the incorporation of the state-of-the-art environmental mitigation measures, he has demonstrated a holistic understanding of the interconnectedness between infrastructure, ecology, and community well-being. In doing so, he has set a new standard for

sustainable development in urban projects.

As the Dwarka Expressway nears completion, its significance reverberates far beyond its physical dimensions. It stands as a testament to Shri Nitin Gadkari's indomitable spirit, his capacity to turn bold ideas into tangible realities, and his unwavering dedication to the welfare of the nation. In his hands, the expressway transcends mere infrastructure; it becomes a symbol of hope, progress, and promise for generations to come.

Shri Nitin Gadkari's legacy as the architect of the Dwarka Expressway is etched in the annals of India's development narrative. His visionary leadership, strategic acumen, and unwavering commitment to excellence have not only transformed Gurugram's future but have also set a new standard

for infrastructure projects nationwide. As we look to the horizon, his legacy will continue to inspire and guide all towards a future defined by progress, prosperity, and possibility.

### THE DWARKA EXPRESSWAY - EVERYTHING YOU NEED TO KNOW

The Dwarka Expressway, also known as NH 248-BB, is a significant infrastructure project aimed at improving connectivity between Dwarka in Delhi and Kherki Daula Toll Plaza in Gurugram, Haryana. Spanning a length of 27.6 kilometers, this expressway, when completed, will feature eight lanes, serving as an elevated grade-separated route.

Originally conceptualised in 2006, the project faced numerous challenges during its execution. Delays primarily

stemmed from hurdles related to land acquisition and tree transplantation. However, efforts from various stakeholders, including government bodies and agencies, have been instrumental in overcoming these obstacles. The entire project, with an estimated cost of INR 7,500 crore, has witnessed expansions and modifications over the years to accommodate additional routes and extensions.

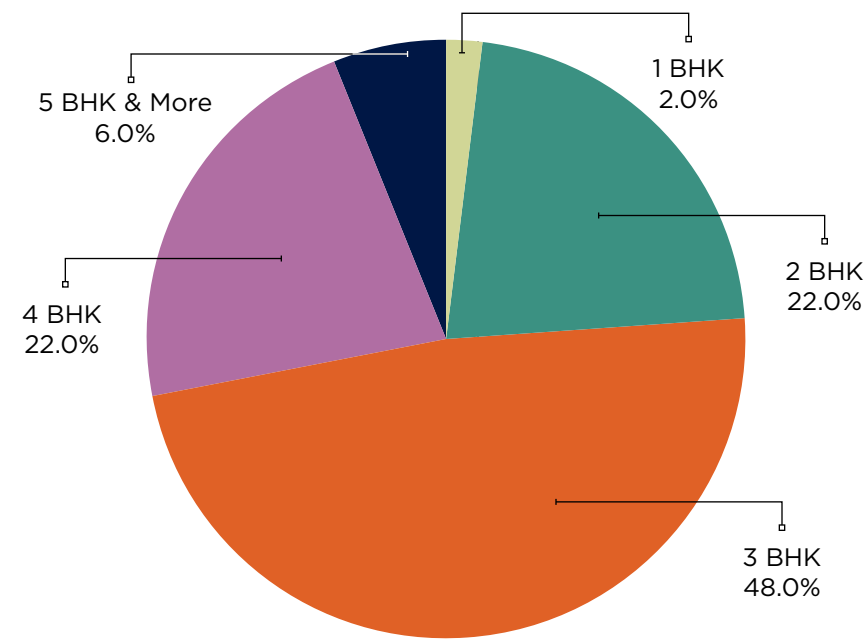
The significance of the Dwarka Expressway lies in its potential to alleviate traffic congestion on the Delhi-Gurugram corridor, providing an alternative road link between the two major cities. By diverting a significant portion of traffic from the existing Delhi-Gurugram Expressway, the new expressway is expected to enhance commuting experiences for residents and travellers.

Additionally, following the footsteps of Chanakyapuri, another prestigious diplomatic enclave is taking shape along the path of the Dwarka Expressway. This enclave, designed to accommodate residences and offices for diplomats, signifies the growing significance of the area as a hub for international affairs and diplomatic activities.

The expressway boasts cutting-edge engineering techniques, including the construction of deep tunnels and elevated dual carriageways, to methodically navigate through challenging terrains and bustling urban environments. It is also equipped with pedestrian-friendly features, well-designed service roads, and enhanced intersections, all aimed at elevating the commuting experience to new levels of convenience and safety.

The Dwarka Expressway,

### SHARE OF RESIDENTIAL INVENTORY ALONG DWARKA EXPRESSWAY



Source: Magicbricks (March 2024)

# UNVEILING THE GEMS: TOP 5 AREAS TO WATCH OUT FOR ALONG DWARKA EXPRESSWAY

**Sector 110**  
Sector 110 emerges as a coveted destination for homebuyers seeking proximity to DLF Cyber City. The sector's robust appreciation of around 15 percent reflects its growing demand fuelled by the burgeoning IT workforce, making it a beacon of investment resilience along Dwarka Expressway.

**Sector 99A**  
Nestled amidst upcoming residential projects from prestigious builders like Raheja and ATS Greens, Sector 99A presents an enticing blend of affordability and convenience. With proximity to esteemed schools and healthcare facilities, this sector promises a seamless living experience coupled with lucrative investment prospects.

**Sector 88A**  
With a remarkable year-on-year price appreciation exceeding nine percent, Sector 88A shines as an investment beacon. Renowned for its well-established infrastructure and notable projects by builders like Godrej and Vatika Group, this sector promises substantial returns on investment.



**Sector 104**  
Boasting an annual appreciation of around 14 percent, Sector 104 stands out for its mid-range and luxury offerings by eminent developers like Ansal Housing and Indiabulls. Hero Homes, by Hero Realty Private Limited, offers a distinguished living experience with meticulously crafted apartments and state-of-the-art amenities.

**Sector 92**  
Renowned for its competitive pricing and trusted builders such as Raheja Builders and Ansal Housing, Sector 92 emerges as a promising investment hub with almost a 16 percent year-on-year appreciation. It offers an array of ready-to-move-in projects and proximity to renowned educational institutions and recreational avenues.

originating at Shiv Murti on NH 48 in Delhi and terminating at Kherki Daula Toll Plaza in Gurugram, serves as a vital link between the two cities. It connects with key routes like the Southern Peripheral Road and Gurugram Bypass, easing transit within the NCR. The Dwarka Expressway also intersects with the Delhi Urban Extension Road (UER) at the Sector 21 Junction in Dwarka. The intersection with the KMP Expressway in Manesar enhances regional connectivity and reduces traffic congestion. Additionally, its elevated design provides direct access to the Indira Gandhi International Airport, benefiting travellers.

The completion of the Dwarka Expressway marks a significant turning point, not just for Gurugram but also for the broader economic landscape of India. With its strategic alignment, the expressway has facilitated unprecedented connectivity between two major cultural and economic hubs: Gurugram and Mumbai. This newfound

accessibility has transformed Gurugram into an investor-friendly destination, drawing attention and investments from Mumbai for the first time in history. The city's evolution into an investment hub has been accelerated by the infrastructure boost provided by the Dwarka Expressway, which is poised to interconnect two of India's largest

and culturally similar cities. As a result, Gurugram has witnessed a remarkable surge in property prices, with some areas now rivalling the real estate prices of Mumbai. This transformation underscores Gurugram's ascent as a formidable competitor to Mumbai, not just in terms of real estate investment but also as a dynamic economic powerhouse

in its own right.

## MILESTONES AND MOMENTUM ON THE DWARKA EXPRESSWAY

Construction of the Dwarka Expressway has been divided into several packages, each addressing specific sections of the route. In Delhi, Package 1 spans from the Mahipalpur Shiv Murti cloverleaf

interchange to the Bijwasan railway station underpass.

Meanwhile, Package 2 extends from the Bijwasan rail underpass to the Delhi-Haryana border. In Gurugram, Package 3 covers the stretch from the Delhi-Haryana border to the approach of the Basai railway overbridge, while Package 4 encompasses the Basai railway overbridge to the Kherki Daula Toll Plaza.

Despite challenges, progress on the project has been substantial. Various milestones have been achieved, with significant portions of the expressway already under construction. Package 4, for instance, has seen the commencement of

construction activities, including the widening of bridges and the erection of new infrastructure components.

Upon the near future completion, the Dwarka Expressway is poised to revolutionise transportation in the connecting Gurugram region. It promises to reduce travel times, enhance connectivity, and stimulate economic growth along its corridor. Additionally, the expressway's integration with future infrastructure projects, such as metro rail corridors and international exhibition-cum-convention centers, further stresses upon its importance in shaping the urban landscape of Delhi and Gurugram.

The Dwarka Expressway represents a crucial milestone in India's infrastructure development journey. Despite challenges, the project is progressing steadily; offering hope for a future marked by improved connectivity and enhanced mobility for millions of residents and commuters in the National Capital Region.

**FROM DUST TO DOLLARS: THE UNPRECEDENTED RISE OF GURUGRAM**

Gurgaon, now recognised as Gurugram, has emerged as a shining example of India's rapid urbanisation and economic development over the past decade. What was once a quiet agricultural town has transformed into a vibrant metropolis, attracting businesses, residents, and investments from around the world.

Central to Gurugram's transformation is its evolution into a commercial and financial hub. The city is now home to



Shri Nitin Gadkari, Minister of Road Transport and Highways, Government of India.

some of the world's leading corporations, particularly in the information technology and financial sectors. With state-of-the-art office complexes and business parks, Gurugram has become a magnet for professionals seeking career opportunities in a dynamic urban environment.

In addition to its commercial success, Gurugram has also witnessed significant growth in its residential sector. The city's skyline is adorned with towering skyscrapers, offering luxurious living spaces equipped with modern amenities. Gurugram's residential neighbourhoods cater to a diverse range of lifestyles and preferences, from affordable housing options to ultra-luxury

apartments.

Gurugram's emergence as a preeminent cultural and entertainment destination has added to its allure. The city boasts a plethora of shopping malls, entertainment centres, and recreational facilities, providing residents with ample opportunities for both leisure and relaxation. The Kingdom of Dreams, India's first live entertainment and leisure destination, is a great example of Gurugram's vibrant cultural scene.

Beyond its economic and cultural vibrancy, Gurugram has also made significant strides in infrastructure development. The city's transportation network has been urbanised, with improved

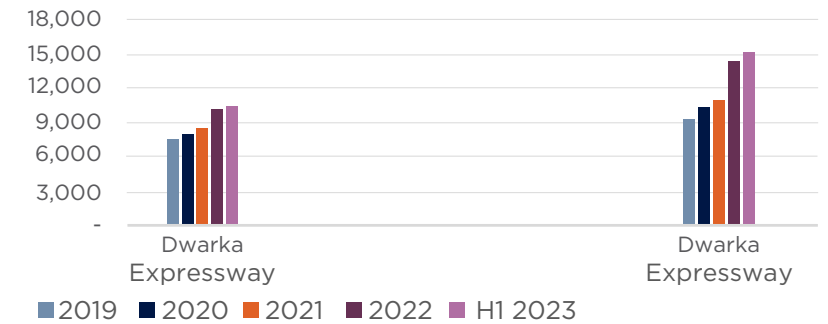
road connectivity, metro lines, and airport facilities. These developments have not only enhanced the quality of life for residents but have also bolstered Gurugram's reputation as a premier business and tourist destination.

In the current landscape of northern India, what sets the city apart is its ability to attract investment and talent through private enterprise. While government initiatives have played a role in the city's development, it is the vast entrepreneurial spirit of businesses and individuals that has been the driving force behind Gurugram's success. This synergy between public and private sectors has created

**PRICE TREND**

Average Capital Values for Completed Properties (INR per sq. ft.)

Average Capital Values for Under-CONSTRUCTION Properties (INR per sq. ft.)



Source: Savills India Research

a conducive environment for growth and innovation, making Gurugram a perfect model for urban development in India.

As Gurugram continues to evolve and expand, it remains a beacon of opportunity and progress in the northern region of the country. The city's transformation over the past decade is a testament to its resilience, adaptability, and vision for the future. Gurugram is not just a city; it is a symbol of India's journey towards prosperity and modernity, embodying the future we are living in presently.

**UNLOCKING THE POTENTIAL: WHY DWARKA EXPRESSWAY IS A SMART INVESTMENT CHOICE**

Dwarka Expressway, also known as the Northern Peripheral Road (NPR), stands as a beacon of promise in the real estate landscape of the Delhi-NCR region.

In the dynamic landscape

of India's real estate market, Gurugram emerges as a frontrunner, witnessing the highest increase in residential property prices among the top 10 cities in India. According to PropTiger.com, Gurugram experienced a remarkable year-on-year price appreciation of 12% in the second quarter of 2023, outpacing other major cities such as Bengaluru and Noida. These surges in property values establish the city's attractiveness to investors and homebuyers alike. Gurugram's dominance in Grade A commercial development further solidifies its position as a top choice for businesses. With prices reaching INR 9,000-9,500 per square foot, Gurugram's residential market showcases robust growth and promising prospects for investment.

Dwarka Expressway's strategic location serves as a vital link between Dwarka and Gurugram, offering seamless connectivity to key destinations such as the Indira Gandhi International Airport and Delhi Metro. Its



## REAL ESTATE

proximity to major business districts, educational institutions, healthcare facilities, and entertainment hubs enhances its appeal for both residential and commercial purposes.

Significant infrastructural development along Dwarka Expressway has led to improved roads, flyovers, and underpasses, easing traffic congestion and enhancing accessibility. The ongoing construction of the expressway itself promises to further reduce travel time between Dwarka and Gurugram – which, in the past, has been a pivotal source of many issues for individuals residing in both the cities. Additionally, proposed metro lines and expanded road networks are set to boost connectivity and property values.

The region's affordability compared to established areas like Golf Course Road has fuelled growing demand for residential and commercial properties along Dwarka Expressway. A wide range of housing options cater to diverse preferences, attracting both homebuyers and investors. With over 150 projects in the vicinity, the area continues to witness steady demand and development.

### CAPITALISING ON AN INVESTMENT HOTSPOT

Investing in Dwarka Expressway projects offers excellent appreciation potential. Property values are expected to rise significantly as infrastructure development progresses and the area becomes more established. Limited land availability along the expressway further contributes to appreciation prospects, making it an attractive option for investors seeking long-term gains.



With numerous planned developments including residential complexes, commercial centres, educational institutions, and healthcare facilities, Dwarka Expressway is poised for significant growth. The transformation into a self-sustained township will attract more residents and businesses, creating vibrant communities and enhancing investment value.

Investing in residential or commercial projects along Dwarka Expressway presents a plethora of advantages. Its strategic location, infrastructural development, growing demand, appreciation potential, and future growth prospects make it an opportune time to capitalise on this burgeoning real estate market. However, it is important to note that thorough research, financial planning, and expert guidance are essential for making informed investment decisions that align with individual goals

and objectives. By seizing the opportunities available today, investors can secure their financial future and reap the rewards of this promising real estate destination.

The metamorphosis of Gurugram stands as a testament to the profound influence of visionary leadership of Shri Nitin Gadkari, Minister of Road Transport and Highways, and the catalytic potential realised through transformative initiatives like the Dwarka Expressway. His strategic brilliance and unwavering commitment have set a new standard for infrastructure development, inspiring hope and driving prosperity for generations to come. With Gurugram emerging as a top real estate destination, the future shines bright for the city, guided by the vision of leaders like Nitin Gadkari who reshape landscapes and pave the way for a better tomorrow.

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A person in a blue suit is shown from the chest down, holding a glowing, house-shaped object. The object is a 3D house icon with a red-to-purple gradient. The person's hands are open, palms up, as if presenting the object. The background is dark with a blue-to-red gradient.

# ASIA AS A PRIME REAL ESTATE INVESTMENT MARKET FOR INTERNATIONAL INVESTORS

The allure of real estate investment in Asia, particularly in countries like India, is experiencing an unprecedented surge, notably fuelled by the growing interest and contributions of international investors. Delving into this fascinating realm unveils a landscape ripe with opportunities and implications, both locally and globally

BY SHIVANI RAWAT

**W**hen it comes to global commerce, the influence of international investments in Asian real estate markets resonates far beyond borders. When it comes to the home country India, a compelling narrative unfolds when we examine the data: between 2019 and 2020, NRIs accounted for 10% of total real estate investments in India. This figure has since soared to 15%, with projections soaring even higher to 20% by 2025, as per insights from a comprehensive survey report by NoBroker.

The Indian real estate sector, in particular, has witnessed an unprecedented surge in NRI contributions. Investments have surged by an impressive 15% in the first half of 2023 compared to the same period in 2022. This surge shows the growing confidence and trust NRIs place in the Indian property market, driven by factors such as growth potential, favourable market conditions, and the enduring resilience of India's real estate sector.

**SIGNIFICANCE OF INTERNATIONAL INVESTMENTS IN THE GLOBAL CONTEXT**

Zooming out to a global perspective, the impact of international investments in Asian real estate markets reverberates across continents. Despite prevailing economic uncertainties, 2021 emerged as a record-breaking year for global real estate, with commercial sales volumes surpassing previous peaks by significant margins. This unprecedented activity, driven by

robust demand for residential and industrial properties worldwide shows the enduring appeal of real estate as a store of wealth.

The burgeoning trend of international investors investing in the Indian real estate sector amplifies this global phenomenon, injecting liquidity, stability, and resilience into the market. Asia, including India, attracts investors for a myriad of reasons: from India's robust economic growth and demographic dividends to



Asia's real estate investment ascendance is showcased by Godrej Properties' creation of Godrej Fund Management in India and Singapore. The collaboration aims to expand Godrej Properties' presence in key Indian real estate hubs with a focus on cost-effective development.

**Pirojsha Godrej,  
Executive Chairman,  
Godrej Properties**

favourable market conditions and government initiatives aimed at easing bureaucratic hurdles.

**KEY REASONS WHY ASIA ATTRACTS INVESTORS**

Asia's appeal to investors extends beyond mere financial considerations. It encompasses a holistic array of factors, including growth potential, favourable market conditions, and government initiatives aimed at fostering a conducive investment climate. Asia's robust economic growth, demographic dividends, and urbanisation drive collectively create fertile ground for real estate investments.

In India, initiatives such as the Startup India program, single-window clearance, and Goods and Services Tax (GST) implementation have significantly eased bureaucratic hurdles, enhancing the Ease of Doing Business in India. The currency advantage, with the rupee's depreciation against the US dollar, further incentivises NRI



*The image is an artistic impression*

investments in Indian property.

**ASIA'S ECONOMIC ASCENDANCY: A BEACON OF STABILITY AMIDST GLOBAL UNCERTAINTY**

Asia's economic landscape stands as a testament to resilience and dynamism, propelled by robust growth and stability amidst global turbulence.

**Asia's Robust Economic Growth**

As per a research by McKinsey; between 2015 and 2021, Asia spearheaded an impressive 57% of global GDP growth, underscoring its pivotal role in driving the world economy forward. Contributing 42% of world GDP in 2021, Asia surpassed other regions, solidifying its status as a global economic powerhouse.

Furthermore, Asia's prominence in world trade shows its economic prowess, with the region cementing its position as a major player in international commerce.

**Specific Countries Driving Economic Development**

India, with its burgeoning population and dynamic services sector, emerges as a focal point of economic growth. The country's rapid economic expansion is fuelled by innovation, technology, and a burgeoning entrepreneurial spirit.

China's remarkable transformation over recent decades has propelled it to the forefront of economic progress. With manufacturing prowess, infrastructure development, and global trade dominance, China stands as a beacon of economic dynamism.

Singapore, renowned for its strategic location and business-friendly policies, has emerged as a financial and technological hub in Asia. Its efficient infrastructure and conducive business environment attract investors and innovators alike, driving economic development in the region.

**Stability Amidst Global Uncertainties**

Despite global uncertainties, Asian economies exhibit resilience and adaptability. Challenges such as aging populations, energy demands, and capitalisation issues are proactively addressed, ensuring continued stability and growth.

As Asia enters a new era, it has the opportunity to shape not only its own destiny but also the trajectory of the global economy.

Asia's economic ascendancy is undeniable, propelled by robust growth, strategic development initiatives, and stability amidst global shifts. As the region navigates challenges and leverages opportunities, it remains



With affluent Indians choosing Dubai as their second home, growth opportunities abound. Emaar Properties maintains optimism about India's potential in hospitality, residential, and retail sectors, affirming its commitment to investments in key cities.

**Mohamed Ali  
Alabbar, Founder,  
Emaar Properties**

poised to lead the world into a future defined by economic progress and stability.

**DEMOGRAPHIC TRENDS IN ASIA'S REAL ESTATE INVESTMENT**

The landscape of real estate investment in Asia is being shaped by a multitude of demographic factors, with the rising middle class and the significant contributions of international

investors playing pivotal roles. A lot of demographic factors are driving Real Estate demand in Asia.

**Population Shifts and Urbanisation**

Asia's population dynamics are undergoing profound changes, with countries like India emerging as key players due to their large and growing populations. A report by Savills shows that urbanisation is on the



Asia's dynamic real estate market offers an attractive investment scenario for global investors. With a strong lineup of malls in progress and creative office concepts in development, Prestige Group seeks to seize the opportunities in Asia's flourishing real estate sector.

**Irfan Razack,  
Managing Director,  
Prestige Estates  
Projects**

rise, with a projected increase from 55% to 68% of the global population living in cities by 2050, particularly in developing markets. This trend fuels demand for housing, commercial spaces, and infrastructure as urban centres expand and evolve.

**Rising Middle Class**

The burgeoning middle class in Asia is driving demand for better living conditions as incomes rise. This demographic seeks quality residential and commercial properties, stimulating construction and investment opportunities across the region.

**Technology and ESG Factors**

Technological advancements and Environmental, Social, and Governance (ESG) considerations are reshaping the real estate landscape. Developers and investors must align with ESG principles to meet market expectations, reflecting a growing emphasis on sustainability and responsible practices in the industry.

**Role of NRIs in Real Estate Demand**

NRIs are increasingly investing in commercial real estate in India due to high rental yields, growing demand from IT/ITeS sectors, and favourable government reforms. These investments contribute to the growth and development of India's commercial real estate industry, attracting foreign direct investments (FDI) and fostering economic progress.

In India particularly, NRIs significantly contribute to India's residential market, benefitting from a robust rental market and stable demand for quality housing in growing urban



Asia's status as a premier real estate investment destination can be seen by global investment firms' significant support for Embassy Group's top-tier office complex. Embassy Group seeks to enhance its portfolio, reflecting Asia's attraction for high-quality property developments.

**Jitu Virwani,  
Chairman and Managing  
Director, Embassy  
Group**

centres. Their investments provide stability and returns in the rental market, supporting the expansion of residential real estate developments.

Around 52% of NRIs consider investing in commercial real estate to diversify their portfolios, favouring properties with potential for safe and high returns. This preference reflects a strategic approach to investment and recognition of the opportunities offered by the commercial real

estate sector.

**EXPLORING REAL ESTATE INVESTMENT OPTIONS IN ASIA**

Asia's real estate market offers a diverse array of investment opportunities, ranging from residential apartments to commercial office spaces and retail properties. Real estate investment in Asia offers a wealth of opportunities for NRIs seeking to widen their portfolios and contribute to economic growth. Whether investing in residential apartments, commercial properties, or retail spaces, thorough research and professional advice are essential for successful ventures. As international investors continue to play a crucial role in shaping Asia's real estate market, their success stories inspire others to explore the diverse horizons of real estate investment across the continent.

**Eyeing on developing countries**

Asia's vast continent presents numerous investment opportunities, with frontier and emerging markets gaining attention for their superior growth prospects. Countries like the Philippines, Cambodia, and Malaysia offer high rental yields and strong appreciation potential. For instance, Vietnam's population of 103 million, with a continual shift from rural to urban areas, drives long-term demand for property, especially in megacities like Hanoi and Ho Chi Minh City.

**Foreign Ownership Rights**

Foreign ownership rights vary across Asian countries. While Malaysia allows foreigners to

own landed houses on a freehold basis and obtain long-term visas through programmes like MM2H, regulations in India vary by state, with NRIs able to invest in residential and commercial properties under certain conditions.

**Best Cities for Real Estate Investment in Asia**

Cities like Manila, Phnom Penh, Jakarta, Singapore, and Seoul are considered prime investment destinations in Asia. These urban areas offer high growth potential and stability, attracting both local and foreign investors seeking diverse real estate opportunities.

**CASE STUDIES: SUCCESSFUL INVESTING IN ASIAN MARKETS**

- Punjab, India**  
NRI population from Punjab is spread across the world. They have significantly contributed to the state's economy through remittances and investments in their native state. Traditional options like residential and commercial properties have been the area of attraction. Districts like Mohali, Jalandhar, and Ludhiana have witnessed substantial NRI investments.
- Haryana, India**  
Non-Resident Indians (NRIs) from all across the country have made significant investments in the state's economy through traditional options, such as residential and commercial properties. Prominent districts like Gurugram, Sonapat, Panipat, and Ambala witness substantial NRI investments, exhibiting the global diaspora's strong

emotional and economic connections to their near and dear ones.

- Kerala, India**  
NRIs from Kerala have significantly contributed to the state's economy through remittances and investments in traditional options like residential properties, bank deposits, and insurance policies. Districts like Malappuram and Kozhikode witness substantial NRI



With projections showing sustained GDP growth, the real estate sector is poised for significant expansion, driven by rising affluence and demand for upgraded living & working spaces. Lodha Group anticipates growth across diverse sectors as India transitions into a larger economy.

**Abhishek Lodha,  
Managing Director and  
Chief Executive Officer,  
Lodha Group**



With over \$100 billion in assets under management globally we have established a robust presence in both emerging and developed markets. Our expertise across real estate sectors positions us to capitalise on Asia's growth, driven by urbanisation & infrastructure.

**Wong Kan Seng,  
Chairman  
CapitaLand Group**

investments, showcasing the diaspora's strong connection to their homeland.

- **General Trends**  
NRIs across Asia invest in various sectors, including real estate, contributing to economic growth. For instance, remittances from NRIs in India reached an all-time high of INR 1,00,000 crores in 2015, highlighting their significant role in driving investment and development.

**THE EMOTIONAL AND CULTURAL NEXUS**

International investors share deep cultural ties with their target investment regions, which often influence their investment decisions in real estate. These connections stem from a rich tapestry of traditions, values, and global perspectives that hold significant importance in international investor communities worldwide.

For international investors, investing in real estate isn't merely a financial decision; it's a way to stay connected to their cultural roots and explore new horizons. Many international investors view property ownership in foreign lands as a tangible link to diverse cultures, histories, and global experiences. Whether it's a luxury apartment in a cosmopolitan city or a waterfront villa in a tranquil coastal town, these properties symbolise adventure and diversity, serving as a gateway to new experiences and opportunities.

Moreover, emotional ties play a pivotal role in shaping investment strategies, often guiding international investors towards specific regions or types of properties that resonate with their cultural upbringing and global outlook. Whether driven by a sense of adventure, a desire to diversify their investment portfolio, or a vision of contributing to global development, these emotional connections drive international investors to make investment decisions that align with their cultural values and personal aspirations.

In essence, cultural and emotional connections serve as powerful motivators for

international investors, shaping their real estate investment choices and fostering a sense of global citizenship that transcends geographical boundaries.

**ASIA'S TECH REVOLUTION REDEFINING REAL ESTATE**

The convergence of technology and real estate is reshaping the investment landscape for NRIs, offering new opportunities and streamlined processes.



The Asia Pacific office real estate market exhibits positive growth, with increasing rental yields and absorption rates. Cross-border investments are driven by Australia and Japan, with promising indicators in Melbourne and Sydney.

**Tanuj Shori,  
Founder and CEO  
SquareYards**

**Technological Advancements Attracting Investors**

Asia's real estate sector is witnessing a transformative shift propelled by PropTech (Property Technology) innovations. These digital solutions are redefining how properties are bought, sold, and managed, attracting the attention of NRIs seeking efficient and convenient investment avenues.

Virtual tours and remote viewing have become instrumental for investors, allowing them to explore properties from anywhere in the world. AI and machine learning algorithms personalise property recommendations, enhancing the property search experience for investors. Moreover, safety concerns amid the pandemic have accelerated the adoption of digital channels, enabling investors to complete transactions without physical interactions.

Sustainability is another key focus, with green technologies driving eco-friendly developments. Investors are increasingly drawn to environmentally conscious projects that offer long-term value and align with their ethical principles.

**Role of Digital Platforms in Cross-Border Transactions**

Digital platforms play a crucial role in facilitating cross-border real estate transactions for investors, offering efficiency and transparency throughout the process. According to Assetmonk, India is poised to attract significant cross-border investments, with countries like the United States, the United Kingdom, and Germany topping the list.



Raheja Developers sees Asia, especially India, as a key real estate market for global investors, aiming for sustainable growth and innovation. They anticipate high demand for modern residential and commercial properties, prioritising green initiatives and infrastructure.

**Nayan Raheja,  
Promoter  
Raheja Developers  
Pvt. Ltd.**

Platforms like Drooms provide secure data rooms that streamline due diligence processes, ensuring transparency and accessibility of transaction data. Additionally, startups in India like Propdial, offer end-to-end property management services, allowing NRIs to remotely oversee their investments with ease.

The magnitude of Asia's tech revolution is reshaping the real estate landscape for international investors, providing access

to innovative solutions and seamless investment experiences. Whether it's virtual tours, personalised recommendations, or secure digital platforms, these advancements are redefining how NRIs engage with real estate across borders.

**RISK MANAGEMENT ROADMAP**

Investing in Asian real estate markets offers lucrative opportunities but also comes with inherent risks. Here are some smart strategies for international investors to navigate these risks and make informed investment decisions.

**Market Research and Diversification**

Conduct thorough market research to understand the dynamics of different cities and property types. Diversify your investments across multiple locations to reduce concentration risk. Calculate risk-adjusted returns by weighing potential risks against expected returns. Avoid solely chasing high returns without considering the associated risks. Opt for investments that offer a balance between risk and reward.

**Assessing Local Market Fundamentals**

Evaluate key factors such as population growth, employment opportunities, and infrastructure development in target markets like Gurugram. Assess the supply-demand balance and rental yield prospects to gauge the long-term sustainability of your investments.

**Due Diligence**

Prioritise due diligence to

## REAL ESTATE

verify property titles, ensure legal compliance, and assess the reputation of builders and developers. Understand the micro-market dynamics within markets, including neighbourhood trends and future development plans.

### **Financial Planning**

Assess your financial capacity to withstand market fluctuations, loan repayments, and unforeseen expenses. Maintain an emergency



India has witnessed a surge in NRI investments. As India prepares to become the 3rd largest economy in the world, the investment made by NRIs in the real estate market has been more than 15%. This is a whopping 50% increase from 2020, which is further expected to surpass 20% by the end of 2025.

**Madhur Gupta,**  
Chief Executive  
Officer, Hero Realty



fund to cover unexpected costs and mitigate financial risks associated with real estate investments.

### **Exit Strategy**

Develop a clear exit plan based on your investment goals. Determine whether you'll hold the property for rental income or sell it for capital appreciation. Be prepared for liquidity challenges in the real estate market and plan accordingly.

### **Legal and Tax Compliance**

Understand the legal and tax implications of real estate investments. Ensure compliance with all regulatory requirements related to property ownership and transactions to avoid legal hassles and financial penalties.

Asia's real estate market is witnessing a remarkable surge in international investor investments, driven by cultural affinity, economic prospects, and technological innovations. International investors are leveraging diverse strategies to navigate risks and seize opportunities, from embracing

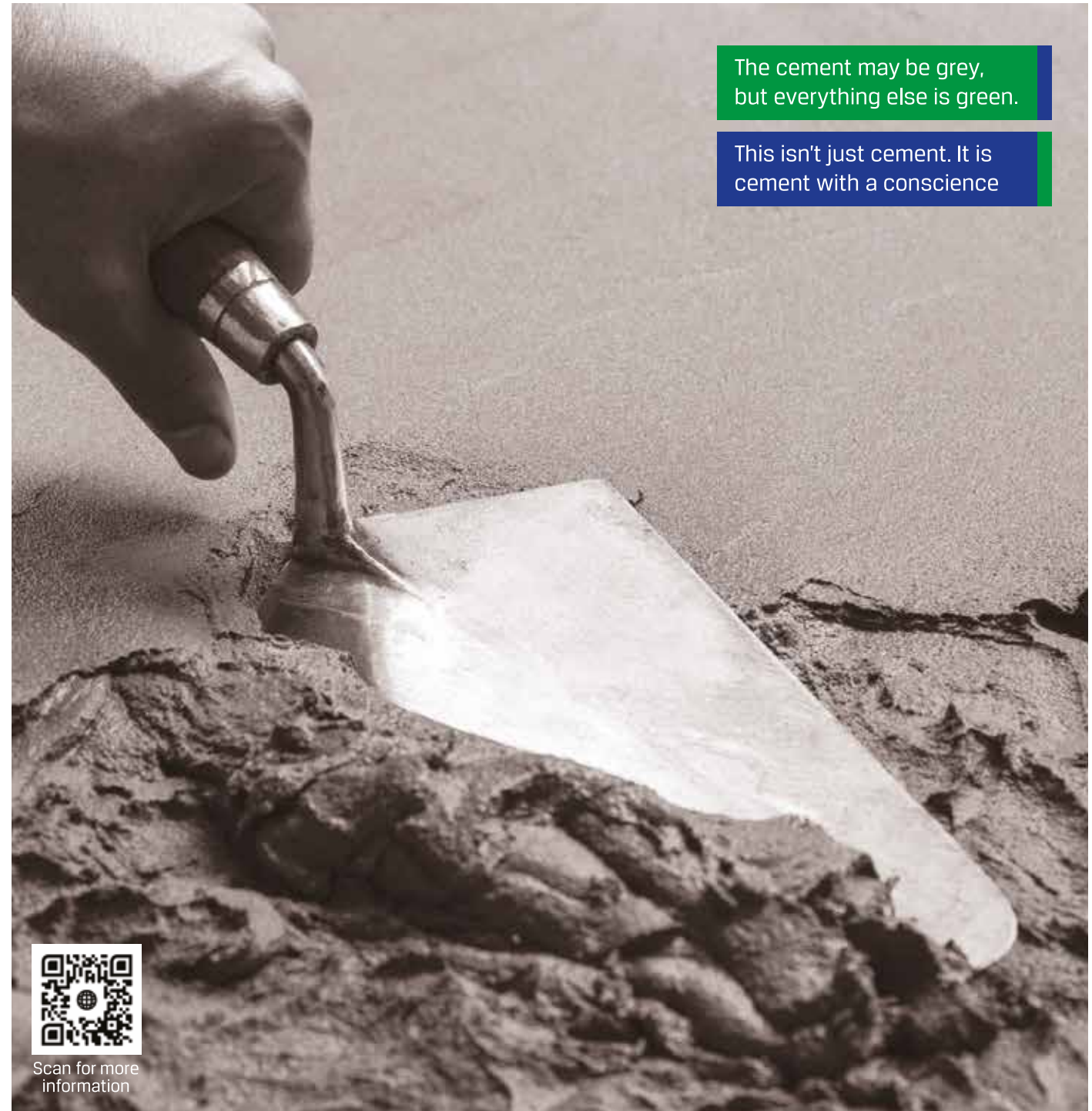
cutting-edge technologies to fostering emotional connections rooted in cultural heritage.

With Asia being the fastest-growing economy globally, international investors are eagerly tapping into its potential for high returns and lucrative real estate ventures. From bustling commercial hubs to emerging residential markets, savvy investors are eyeing prime properties and strategic development projects to capitalise on the region's rapid urbanisation and economic growth trajectory. By staying informed and diversifying portfolios, international investors can capitalise on Asia's growing real estate landscape while safeguarding their investments.

In essence, Asia offers a dynamic and promising arena for international investors to preserve their cultural legacy and build a prosperous future. As international investors continue to shape the region's real estate narrative, their contributions will undoubtedly redefine the landscape of global investment opportunities.

The cement may be grey,  
but everything else is green.

This isn't just cement. It is  
cement with a conscience



JSW Cement is **India's leading producer of Green Cement**. JSW entered the cement market with a vision to ensure a sustainable future for the country by producing **eco-friendly cement**.

Today the construction industry is witnessing a shift towards the use of eco-friendly materials and technologies. Given the environmental and economic benefits, **Port Land Slag Cement (PSC)** is an emerging category for housing as well as other infrastructure projects. The engineering fraternity has always considered PSC & **Ground Granulated Blast Furnace Slag (GGBS)** to be **technically superior** especially when **durability** and **life cycle costs** are prime considerations. This will help in building a self-reliant India.



## HERO HOMES

# A NAME SYNONYMOUS WITH **LUXURY AND COMFORT**

Hero Homes, an innovative and excellent brand, has positioned itself as a transformative force in the Indian real estate landscape. Founded on a steadfast commitment to quality, sustainability, and community, the brand doesn't merely construct homes; it crafts vibrant expressions of life. Pushing the boundaries of design and environmental responsibility, Hero Homes is redefining the future of urban living

BY SHIVANI RAWAT



**H**ero Realty isn't just changing how homes are built, they're changing how communities thrive. They're building a brighter future for India, one sustainable, happy home at a time. Continuously pushing the boundaries of design, they seamlessly integrate cutting-edge technology and sustainable practices into every project. Their stylish houses are built with the latest features and comforts, perfect for the growing middle class. Built on strong values of trust and transparency, Hero Realty delivers on its promises, making buying a home stress-free process.

Founded on August 23, 2006, Hero Realty embodies a philosophy built upon four core pillars. These pillars include fitness, seamlessly integrated into each project through gyms and lush green areas; sustainability, a consistent dedication to reducing carbon footprints and adopting renewable energy practices; creativity, an infusion of the extraordinary into every design; and community, nurtured through communal spaces and a spirit of togetherness, instilling a profound sense of belonging.

Hero Realty stands tall in the Indian real estate landscape, having already constructed 3.25 million square feet of diverse projects across the country. In Haridwar, their 150 residential townships offer options for every family, while 230 acre industrial parks contribute to regional economic growth. This impressive legacy continues with another 6 million square feet under development in thriving North Indian cities like Ludhiana,

Mohali, and Gurugram, marking Hero Homes' commitment to delivering quality housing and commercial spaces to meet the demands of a growing market.

### **HERO HOMES TOWER 8: ELEVATING INVESTMENT POTENTIAL**

Nestled in the burgeoning locale of Sector 104, Gurugram, Hero Homes Tower 8 has emerged as a beacon of investment opportunity along the vital Dwarka Expressway. This developing hub boasts a diverse array of residential options, including modern high-rise apartments, villas, bungalows, row houses, and floor apartments.

### **STRATEGIC LOCATION: A MAJOR ASSET**

Hero Homes Tower 8 presents an enticing array of residential flats, ranging from 1300 sq. ft to 3200 sq. ft in super area sizes. The configurations include 2, 3, and 4 BHK flats, strategically housed within high-rise towers. This thoughtful design ensures a harmonious blend of comfort and style for residents.

Situated in Sector 104, Hero Homes enjoys proximity to Shankar Vihar, Surat Nagar, Tech Chand Nagar, Ram Vihar, and Dhanwanpur Village. Its strategic location along Dwarka Expressway enhances connectivity and accessibility, promising convenience to residents.

Its proximity to Dwarka Expressway not only ensures seamless connectivity to major hubs in Gurugram but also opens doors to the broader network of Delhi and surrounding regions. Residents are not only strategically positioned for easy



access to schools, hospitals, and commercial centers but also benefit from the convenience of swift travel to the Indira Gandhi International Airport. The combination of well-planned infrastructure and Hero Homes' commitment to excellence creates a living experience that transcends mere convenience – it defines a lifestyle where every journey becomes a seamless exploration of comfort and accessibility.

### **A SYMPHONY OF MODERN AMENITIES**

Hero Homes Tower 8 sets a new standard in contemporary living with a spectrum of cutting-edge amenities designed to enrich residents' lives. From a refreshing swimming pool and well-maintained cricket pitch to a tennis court and skating rink, the project caters to diverse interests.

The outdoor gym and serene yoga area provide spaces for physical well-being and mental rejuvenation.

Adding a touch of eco-friendliness, Hero Homes Tower 8 features a herbal garden, aligning with a commitment to holistic living. The inclusion of electric-car charging points reflects a forward-thinking approach towards sustainable urban living. As security is paramount the project ensures resident safety through a robust three-tier security program.

For those who appreciate culinary delights and outdoor gatherings, the barbecue patio can be a focal point for socializing. The comprehensive amenities, coupled with transparent and honest pricing, make Hero Homes Tower 8 an irresistible investment opportunity, promising a lifestyle where modernity meets

tranquility.

### **INVESTMENT APPEAL: BEYOND INFRASTRUCTURE**

Hero Homes Tower 8 emerges as an investment gem in the pre-stage development of basic infrastructure and amenities. The promise lies not only in the physical structures but in the foresight of potential growth and value appreciation. Investors keen on securing a stake in the future of Gurugram's real estate landscape find compelling prospects within the walls of Hero Homes Tower 8. With an ever-expanding real estate market in Gurugram, investors aligning with Hero Homes Tower 8 position themselves strategically for long-term gains. The allure of this investment gem extends beyond immediate returns; it embodies a forward-thinking

approach that taps into the potential of Gurugram's thriving real estate sector. Hero Homes Tower 8 beckons investors with the promise of not just a property, but a stake in the unfolding narrative of Gurugram's real estate success.

### **PAVING THE WAY FOR FUTURE GROWTH**

Under the visionary leadership of Mr. Madhur Gupta, Hero Homes reveals an ambitious roadmap for its future trajectory. The company, with an imminent IPO planned within the next two years, is positioned for transformative growth. Over the next one or two years, Hero Homes anticipates adding an impressive 30-35 lakh sq. feet through upcoming launches. Noteworthy is the forthcoming project in Gurugram under the banner of Hero Earth, showcasing a commitment to innovative ventures. Another praiseworthy addition is a pending tower, encompassing an additional 13 lakh sq. ft., emphasizing Hero Homes' dedication to expanding its presence.

Mr. Gupta envisions a future where Hero Realty emerges as a listed private real estate player with a significant business footprint in the NCR region. The goal of establishing four prominent brands and achieving a substantial turnover underscores the brand's commitment to delivering high-quality products and services. As Hero Homes Tower 8 exemplifies an unwavering commitment to excellence, the future holds the promise of a flourishing and listed real estate player, shaping the landscape of quality living in the NCR region.





**2023 -24**  
**100<sup>TH</sup> BIRTH ANNIVERSARY**  
**DR. BRIJMOHAN LALL MUNJAL**

# HONOURING THE LEGACY: **CENTENARY** **CELEBRATIONS** **OF** **DR. BML MUNJAL**

In the annals of entrepreneurial history, the name Dr. Brijmohan Lall Munjal stands tall as a beacon of inspiration and resilience. As the founder of the Hero Group, his journey epitomises the quintessential rags-to-riches narrative, marked by unwavering determination and visionary leadership. To commemorate his centenary, the Hero Enterprises group orchestrated a series of heartfelt tributes and community initiatives that shows Dr. Munjal's enduring legacy and values

**ABOUT DR. BRIJMOHAN LALL MUNJAL**

Dr. Brijmohan Lall Munjal, a first-generation entrepreneur, embarked on his entrepreneurial odyssey in the aftermath of India’s partition in 1947. From humble beginnings in Ludhiana, he pioneered the transformation of India’s mobility landscape, envisioning affordable and technologically superior transport solutions for millions. His indomitable spirit and commitment to excellence propelled the Hero Group to unprecedented heights, earning global acclaim as the world’s No. 1 Two Wheeler Company.



Mr. Sunil Kant Munjal, Chairman, Hero Enterprise along with Mr. Jogendra Singh, Group CFO & President, Hero Enterprise at a centenary celebration event.

**CELEBRATING A CENTENNIAL**

The centenary celebrations unfolded as a poignant tribute to Dr. Munjal’s enduring legacy and visionary leadership. From solemn hawans to spirited cultural performances, each event reverberated with reverence and nostalgia.

Here’s a glimpse of the noteworthy celebrations:

- **Hawan at Corporate Office:** A solemn hawan marked the commencement of the centenary celebrations at the Hero Enterprise Office, where colleagues and well-wishers gathered to honour the Chairman Emeritus.
- **Tribute at BCMF School:** Students and staff convened at the BCMF School to offer their respects through a traditional hawan, embodying Dr. Munjal’s enduring influence on education and community welfare.
- **Rotary Event Address:** Dr. Pawan Munjal, Chairman, Managing Director, and CEO

of Hero MotoCorp, addressed a Rotary gathering, underscoring Dr. BML Munjal’s enduring commitment to service and philanthropy.

- **Tributes across Industries:** Employees across Hero ancillary firms paid homage to Dr. Munjal’s legacy, affirming their commitment to upholding his values of excellence and integrity.

**FOSTERING COMMUNITY ENGAGEMENT**

In a testament to Dr. Munjal’s philanthropic ethos, the centenary celebrations transcended mere commemorations, embodying a spirit of community service and environmental stewardship:

- **Blood Donation Camps:** Across various locations, blood donation camps exemplified Dr. Munjal’s lifelong dedication to humanitarian causes, mobilizing hundreds of donors and volunteers.
- **Health & Fitness Activities:** Ayurvedic camps, yoga

sessions, and fitness initiatives honoured Dr. Munjal’s emphasis on holistic well-being and healthy living.

- **Environmental Initiatives:** From ‘Save Water Rallies’ to tree plantation drives, initiatives aimed at environmental conservation and sustainability resonated with Dr. Munjal’s visionary ethos.

**EMBRACING A LEGACY, INSPIRING GENERATIONS:**

As the centenary celebrations drew to a close, one sentiment echoed resoundingly – the enduring legacy of Dr. BML Munjal continues to inspire and guide generations, shaping a future imbued with resilience, compassion, and excellence. Through these heartfelt tributes and community endeavours, Hero Enterprises reaffirmed its commitment to upholding Dr. Munjal’s cherished values, ensuring that his legacy remains etched in the annals of history for posterity.

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# UNVEILING TOMORROW: HERO REALTY'S TRAILBLAZING DEVELOPMENTS

**WHERE EVERY HOME TELLS A STORY OF WELLNESS AND SUSTAINABILITY**

Experience a revolution in modern living with Hero Realty's upcoming projects, set to redefine the concept of urban lifestyle. From the bustling streets of Gurugram to the serene landscapes of Mohali, Hero Realty presents a range of innovative residential developments tailored to elevate your everyday experience.

In Gurugram's Sector 104, T8, and beyond, Hero Realty is crafting spaces that go beyond mere residences - they're sanctuaries of well-being. With an array of amenities designed to promote health and harmony, including oxygen points, themed gardens, and electric car charging zones, these homes are more than just places to live; they're invitations to embrace a holistic lifestyle.

In Mohali Phase 2, Hero Realty is weaving together fitness, sustainability, community, and creativity to create an environment of pure bliss. Here, open green spaces, thoughtfully designed play areas, and a vibrant neighbourhood converge to offer a living experience that nourishes the soul

"As a principle, we have three criteria in mind before engaging in a new venture. First, the venture needs to be something that one of us in senior management is passionate about. Second, it must be in an area where we can make the maximum positive social impact. Finally, it must be a venture where we can move into a leadership position. Housing in India is both, a serious social challenge, and a great economic opportunity. While the country's population has grown exponentially, most do not have the privilege of a well-appointed home. At the same time, when housing is promoted, great multipliers are created, since an estimated 150 plus industries are linked to this sector in some form or the other. This socio-economic impact has strengthened our conviction to commit ourselves to the business of building homes and community development. The Hero Homes venture is a manifestation of this conviction."

**Sunil Kant Munjal, Chairman, Hero Enterprise**

## **GURUGRAM, SECTOR 104**

Hero Homes Gurugram in Sector 104, Dwarka Expressway, sets a new standard for urban living, focusing on well-being and lifestyle enhancement. Offering both 4 BHK configurations with or without servant room options and 2 or 3 BHK layouts, these residences boast over 50 modern amenities, including oxygen points, themed gardens, and electric car charging zones. Meticulously crafted based on innovative principles of shadow and wind analysis, the towers are intelligently designed to maximise natural light and airflow, ensuring sunlit interiors and fresh air throughout the day. This unique design approach optimizes sunlight penetration and airflow, fulfilling their commitment to wellness-inspired living. Beyond mere housing, Hero Homes Gurugram promises an enriched and elevated lifestyle for those seeking more from their homes.

## **KEY FEATURES**

- Located 3 km from Gurugram Railway Station
- Key employment hubs like Udyog Vihar and Cyber City within 10-15 km
- Accessible in 40-50 minutes via Carterpuri Road and Old Delhi Gurgaon Road
- Notable workplaces within 10-12 km radius
- Thriving economic and residential hub with development potential

**MOHALI, SECTOR 88**

Hero Homes Mohali embodies Hero Realty's core principles of Fitness, Sustainability, Community, and Creativity, providing residents with an exceptional living experience. These thoughtfully designed 3BHK homes offer various configurations, ensuring diverse choices to suit individual preferences. With a focus on enriching lives beyond mere amenities, Hero Homes Mohali boasts open green spaces, meticulously planned play areas, and a vibrant neighbourhood. Residents can enjoy services that inspire joy and a location that serves as a peaceful retreat in the heart of the bustling city.

**A HOME THAT KEEPS YOU IN THE CITY WITHOUT LETTING IN THE CHAOS**

- Chandigarh International Airport - 13 km
- Railway Station SAS Nagar - 8 km
- ISBT Chandigarh - 9 km
- PCA Stadium - 5 km
- ISB & IISER - 5 km
- Fortis Hospital - 5 km
- VR Punjab Mall - 8 km
- Judicial Courts Complex - 1 km

**HERO HOMES LUDHIANA, SIDWAN CANAL ROAD**

Hero Homes Ludhiana is offering a global lifestyle loaded with the luxuries, experiences, comforts, and amenities in the most upmarket neighbourhoods of Ludhiana. These handcrafted residencies are designed to cater to your every need and indulgence. They offer a high-quality living experience that takes care of your well-being and provides a nurturing environment for your children. Hero Homes Ludhiana is shaping homes that will shape the future of Ludhiana.

**HERO EARTH - THE ARK**

Hero Earth - The Ark stands as a testament to harmonious living on a sprawling 5-acre expanse, offering a curated collection of plots for discerning homeowners. Nestled within a tranquil environment, this property offers an idyllic retreat for those in search of a peaceful and comfortable lifestyle.

The project Hero Earth represents a living experience inspired by the planet. Through meticulously designed plots, Hero Earth aims to harmonise modern living with environmental consciousness. Each space is thoughtfully planned to cater not only to the immediate needs and desires of its inhabitants but also to prioritise the well-being of the planet we all call home.

**SPECIFICATIONS**

- Plots range from 139 to 178 square yards, catering to diverse preferences.
- Essential amenities include road infrastructure, water supply, and electricity connections.
- Aimed at ensuring hassle-free living.

**HERO EARTH - SWARNPATH**

Hero Earth - Swarnpath is on the outskirts of NCR surrounded by lush green fields and picturesque landscapes. Hero Earth offers a wide range of plots in Sector 33 Sonapat, with plot sizes ranging from 1115 sqft to 1615 sqft. The project boasts abundant common open spaces, creating a harmonious environment for residents. This location was chosen meticulously to provide residents with a serene and peaceful environment away from the chaos of the city.

**SPECIFICATIONS**

- The plots available have a range of sizes, from 1115 to 1615 square feet, to cater to a wide range of preferences.
- Essential amenities include road infrastructure, water supply, and access to electricity.
- Aimed at ensuring hassle-free living.



## MR. JOGENDRA SINGH'S MASTERCLASS IN LEADERSHIP

A visionary leader, Mr. Jogendra Singh, imparts invaluable insights into the quintessential elements that shape triumphant journeys, drawing from his wealth of experience

### EMBRACE PASSION

At the core of every remarkable achievement lies an unwavering passion. It is the fervent zeal that ignites the soul, propelling individuals towards the pursuit of dreams with unyielding determination. By infusing passion into every endeavour, mundane tasks transcend into meaningful milestones,

and challenges morph into opportunities.

### FOSTER RESPECTFUL CONNECTIONS

Respect serves as the cornerstone of fruitful interactions, fostering trust and understanding in both personal and professional realms. By honouring the worth and perspectives of others,

individuals pave the way for enriching collaborations and innovative solutions. Embracing a culture of respect nurtures harmonious relationships, fostering an environment where empathy thrives and cooperation flourishes.

### CHAMPION ENTERPRISE

Embrace the spirit of daring and innovation, venturing beyond the confines of the known to embrace uncertainty and risk. Cultivate a mindset of enterprise, where the pursuit of greater rewards fuels creative thinking and adaptability. By embracing change and seizing opportunities, individuals become catalysts for progress, inspiring others to embark on transformative journeys.

### UPHOLD INTEGRITY

Integrity stands as an unwavering beacon of honesty and moral principles, guiding actions with steadfast resolve. It is the foundation upon which trust and credibility are built, attracting opportunities and fostering enduring relationships. By prioritising integrity, individuals affirm their commitment to ethical conduct, ensuring that success is attained with honour and authenticity.

### PRACTICE DISCIPLINE

Discipline serves as the bridge between aspirations and achievements, demanding focused effort and self-control amidst distractions. It instils a culture of consistency, enabling resilience in the face of adversity. With discipline as their guiding principle, individuals navigate life's challenges with unwavering determination, staying steadfast on the path towards their goals.

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