

Cover Feature



'MULTIPLIER GROWTH EFFECT'

RAKESH REDDY
Director, Aparna Constructions



Share with us your views on the roadmap or the outline, which followed in the recent year of 2018-2019 period, for the infrastructure and construction sector.

While luxury housing continues to maintain its demand in Hyderabad, Builders are becoming increasingly inclined towards building affordable housing projects, especially with the Government's support. Attracted by growing job opportunities in Hyderabad, consumer demand for affordable housing has increased exponentially. It is a right profile for urban expansion for builders.

Tell us about your recent recognized projects (e.g. your

core execution strength and expertise in providing best solutions / views on the current promising trends of the industry.

Launched in 2018, Aparna Smart Zevit is a gated community of luxury apartments located at Madhapur, in close proximity to the IT hubs/financial district at QoortRoad. The gated community boasts of beautiful open spaces, sustainability design and state-of-the-art home automation technology.

In February 2019, Aparna Constructions launched Aparna One at Shiloh near Jubilee Hills. The project is a landmark first ultra luxury high rise residential apartment, aimed primarily at well-to-do Hyderabad's latest residential tower.

Share with us your promising management ideas and driving strategies which you are using in your projects?

Aparna Constructions has solidified itself as one of the government builders in India by focusing on meeting future needs and adhering to an unwavering standard of excellence. The innovative and highly efficient approach to the way Aparna Constructions does business has allowed the company to expand into and continue a variety of real estate development solutions and services ranging from ultra luxury construction to green-energy housing.

We reach the highest benchmarks of construction quality and environmental responsibility by our implementation of Decarbonisation. This entails, vertical integration in which Aparna Constructions has set up its own building material facilities to ensure a more reliable or cost-effective supply of inputs. This strategy insulates

the company from market cycles. It allows for more efficiency and control of the development ecosystem, and thus checks our customer's non-revised costs.

How would you predict the year 2019, along with sharing your business plans for the next 5 years, as the new government is just going to be elected, in order to adapt to the latest policies and norms and remaining competitive in the industry?

The newly empowered government has reduced the pricing disparity between under-construction and completed projects which will spur demand for new projects. While these changes have inevitably caused short-term volatility, the real estate sector expects to see stability and growth over the long term.

Aparna Constructions is currently exploring new opportunities in affordable housing. Since affordable housing projects were given a major boost in the Union Budget 2019, with the granting of interest tax breaks, it is the most mandated segment for both developers and buyers.

Is there is something you would like to share with your audience at large, as in discussing your humble principals and economic ambitions for the near future?

At the heart of our innovation and growth strategy for the future is big data. Putting the customer first has always been the mainstay of Aparna Constructions and this helps the company assure quality. Data plays a major role in the planning, design and operation of our best-in-class gated communities.

