

## SUCCESS STORY

Realty  
Insights

# Silver Jubilee Saga

**Building on 25 years of its successful journey, Gaur's Group, the leading real estate player of North India is aiming high to deliver 50,000 units with an investment of Rs 10,000 crore over the next 5 years.**

The well known group spearheaded by Manoj Gaur has come a long way from its humble beginning with a small 12 apartment complex. Over the last 25 years, it has delivered more than 50,000 units amounting to a cumulative area of 55 million square feet. With asset worth one billion, the group has made a name for itself. Its stellar performance can be judged from the fact that despite slowdown it has achieved sales growth of over 200% - up from Rs 1600 crore in 2017-18 to Rs 4000 crore in 2018-19. For this year, the company has set a target of 8 msf, delivering 8000 homes.

Having a tagline, - Transforming locations into Destinations, Manoj Gaur, the managing director of the company attributes the remarkable success of the company to financial discipline, inhouse construction expertise, use of technology for faster and quality delivery and commitment to timely delivery.

Till now, the Group has been primarily focusing on residential segment, developing group housing projects and integrated townships. About 80% of its residential offerings have been in the Rs 30-50 lakh category. Going forward, it aims to further bring down the home cost with the use of cutting-edge technology. There are plans to take up 3-4 projects where 800- 1000 sq ft homes could be made available for below Rs 30 lakh. Not just that, the company intends to cater to low - cost segment of Rs 4-10 lakh. "Our focus is on developing best quality homes at lowest price with fastest delivery", says Gaur.

After the resounding success of Gaur City Mall at Greater Noida West, the Group is now looking up to commercial real estate as the growth driver. Its upcoming mixed use project in Dehradun has 3.5 lakh sq feet of mall, multiplex and a 100 room hotel. Going forward, the Group will also focus on asset creation and envisages to build assets worth Rs 5,000 crore in the retail business over the next 5 years. The Company is aiming to raise its rental/ lease revenue to Rs 400 crore in the

next 5 years, up from the current rental income of about Rs 100 crore.

Even as the last few years have been very challenging for the real estate sector, the Gaur's Group converted the crisis into opportunity, delivering 30,000 units between 2014 and 2019. Last year alone, the company successfully booked 10,000 units worth Rs 4,000 crore. The company's employee base has almost tripled during 2014-19, with the employee strength going up from 2623 as against 1047 employees in January 2014.

The group is currently developing projects in Noida, Greater Noida West, Ghaziabad and Yamuna Expressway. In its journey spanning 25 years, the Group has successfully created many landmarks and architectural marvels including Gaur's City, wherein 25,000 families are residing. It is also developing a 250 acre township 'Gaur Yamuna City' on Yamuna Expressway that connects Delhi with Agra.

At the same time, the Group will also be focusing on its commercial offerings. Recently, it launched commercial offerings like Gaur World Street, whereas it has already operationalized Gaur City Mall at Greater Noida West, which is the only operational mall in the area drawing big footfall. wherein lakhs of people reside. Some of major well-known brands which are associated with Gaur's City Mall include Pantaloons, Marks & Spencer, Max Fashion, Reliance Trends, Fab India, Globus and Home Centre among others. It also houses nine screen superplex from PVR and anchor stores including Big Bazaar, Shoppers Stop and Lifestyle.

In order to drive next wave of growth, the group that has diversified its presence in areas of education, hospitality and health, has set its eyes on newer asset classes of Co-Living and Co-Working. It has launched 800 service apartments on Yamuna Expressway which have received tremendous response. Leveraging proposed Rs 10,000 crore of investment, the company is set for the next big leap.



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