



## Gaur Group enters Silver Jubilee year

### Sets ambitious target of delivering 50,000 units in the next five-seven years

In its Silver Jubilee year, North India's leading real estate player Gaur Group has set for itself an ambitious target of delivering 50,000 units in a short span of five to seven years. In its glorious journey so far, the Group has delivered more than 50,000 units amounting to a cumulative area of 55 million sq. ft. Established 25 years ago, the Group has been making rapid progress and created several landmarks under the

guidance of its Managing Director Manoj Gaur. Today, the Group has a diversified portfolio of real estate, education, hospitality, malls, retail and is also venturing into healthcare. Real estate, however, remains the core competency of the Group. With a view to benefiting society at large, the Group under the leadership of its Director Manoj Gaur has also been a pioneer in initiating social campaigns like 'Beti

Bachao Beti Padhao' and Swachh Bharat'.

Till now, the Gaur Group has been primarily focusing on residential segment. But after the success of Gaur City Mall at Greater Noida West, it plans to provide equal emphasis on commercial and retail segment. Going forward, the Group will also focus on asset creation and envisages to build assets worth ₹5,000 crore in the retail business over the next five years.



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**Manoj Gaur**  
MD, Gaur Group

The Group is also aiming to multiply its rental/lease revenue of ₹400 crore in the next five years. The current rental income of the company is about ₹100 crore. Commenting on the ambitious goal set up by the company, Manoj Gaur said, "We started our journey from a very humble background. The first project that we built only had around 12 units. We faced several challenges particularly during the initial phase, but overcame all of those and in fact emerged stronger. The thing that kept us in good stead was our unwavering commitment to all our stakeholders, particularly to homebuyers. We have come a long way since then and today, we are one of the most respected and reliable real estate players in the country. Accordingly, it is only fitting for us to aim big and hence, we have set a goal to deliver 50,000 units in the next five-seven years. In the next five years, we will be investing around ₹10,000 crore." Gaur is confident that the track record of the company will help its cause. "Besides providing possession of dream homes, we have

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- Even as the last few years have been challenging for the real estate sector, the period has been great for Gaur as it has delivered 30,000 units between 2014 and 2019.
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honoured all our commitments", he said. Till date, he said, the Gaur Group has not defaulted on any payments. "All EMIs, statutory dues, and taxes etc. have been paid on time. We also have robust HR policies for our employees, who continue to remain our biggest strength," Gaur added.

Even as the last few years have been challenging for the real estate sector, the period has been great for Gaur as it has delivered 30,000 units between 2014 and 2019, claimed the company. Last year alone, it booked 10,000 units worth Rs 4,000 crore. The company's employee base has almost tripled during 2014-19. As of now, the Gaur Group has a total employee base of 2,623 as against 1,047 employees in January 2014. The Group is currently developing projects in Noida, Greater Noida West, Ghaziabad and Yamuna Expressway. In its journey which spans close to 25 years, the Group

has successfully created many landmarks and architectural marvels including Gaur 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 has also decided to focus on its commercial offerings. Recently, it launched Gaur World Street, which received tremendous response from customers. In 2019, the Group operationalised Gaur City Mall at Greater Noida West, which is the only operational mall in the area wherein lakhs of people reside. Some of major well-known brands which are associated with Gaur 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.