

The future depends on what we do in the present.

*~ Mahatma Gandhi*





# Starting Out

*Our story starts over sixty years ago. A young man arrives in Delhi from his home in what is now the new country of West Pakistan. Most of what has been achieved till then is left behind. A new home means a new start. But, with old ideals and a determination to succeed. The times are trying, the going is tough. However, the concepts are new, the zeal is vigorous. The foundation is laid, slowly and steadily, for an edifice that will stand the test of time. An investment is made that will result in a yield of implicit faith from clients. Relationships are built that will last deep into the future. A sense of order is brought into a sector that has been unorganised. The young man we are referring to is Mr K.J. Arora, the doyen of the realty consulting business in India, today. And, the organisation that he founds is Arora & Associates Realty Ltd.*



# Moving On

*The story continues. Innovation and service become bywords for the organisation. New thought leads the way with Mr Rajesh Arora joining hands with his father, Mr K.J. Arora. New challenges are overcome. The client roster grows longer. The horizon is enlarged from just the country to beyond its borders. Fresh partnerships are formed. The organisation moves ahead with a full-services consulting model. With distinct service lines and clear ideas. Milestones are reached and then left behind. Along the way, come forays into the real estate development and hospitality sectors. A natural progression from the learnings gleaned over years of experience in realty consulting. Both sectors with real estate at the heart and service forming the core. And, moving ahead into the future, development and hospitality are poised to blossom ever more. All under the eponymous umbrella of The Arora Group.*



# Our Philosophy

## **OUR VISION**

*Growth through long-standing partnerships with clients, employees and business associates.*

*We want clients to be happy with what we do for them, employees to realise their potential with us and business associates to achieve their aspirations through us.*

## **OUR MISSION**

***The client is paramount***

*We use our experience, knowledge and network to provide solutions and services that best answer client needs and requirements.*

***Innovate and improve***

*We work continuously to develop new concepts, improve systems and foster a spirit of 'why not?'*



# Our Values

*We achieve our goals with values of:*

**Trust** - gain the trust of stakeholders and sustain it

**Thought** - continue to innovate, develop new concepts and streamline processes

**Tradition** - follow the tradition of ethics and equity built up over decades

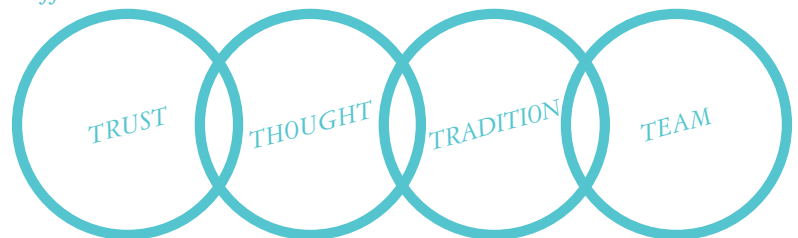
**Team** - work as a team not just internally but outside as well with all stakeholders.

*The result is a sense of **Tranquillity** for:*

**Clients** - I get the best possible

**Business associates** - Our interests get looked after

**Employees** - Our efforts are valued.



The 4 Value Circles contain our operating principles.



# O u r P l u s

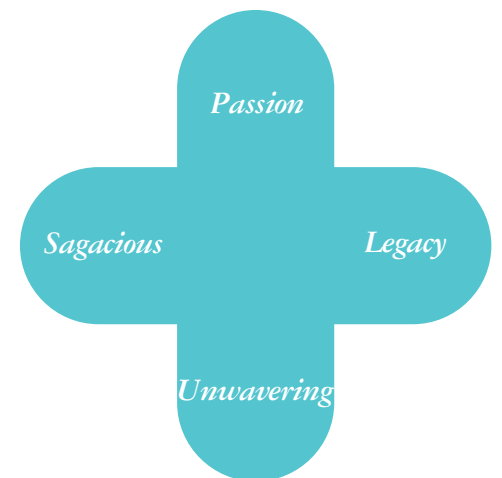
*What we bring to the table is our PLUS that can be summed up very succinctly as:*

*Passion for what we do*

*Legacy to live up to*

*Unwavering in our commitment*

*Sagacious in thought and action*





# Conduct Ethics

*Ethics and transparency are the bedrock of our value system. This belief led our Chairman, the distinguished Mr K.J. Arora to become one of the founding members of National Real Estate Development Council (NAREDCO). Our Vice-Chairman, Mr Rajesh Arora is currently Member (Finance) in the council. We are the only realty consulting firm to have taken the lead, working for the development of standards for efficient, effective and ethical real estate business practices.*

*We are acutely aware that it is our standards of conduct ethics that have brought us the faith and trust of our clients. It is what keeps our team together and ensures that whosoever we work with remains content. After all, as has been rightly said, a clear conscience is the softest pillow.*



# Consulting

*Our foundation is our realty consulting business, ARORA & ASSOCIATES REALTY LTD, helping clients make better real estate decisions. We use the knowledge, network and ideas built up over six decades to harness the interplay of asset valuations, marketplace dynamics and the financial scenario. With a complete bouquet of services ranging from agency to advisory, we cover management and financial aspects and offer specialised advice.*

*Reflecting our commitment to serve customer needs in the fastest and most efficient manner the **consulting business** is based upon the following verticals:*

- *Residential*
- *Retail*
- *Commercial &IT/ ITeS*
- *Industrial*
- *Institutional*
- *Hospitality*



# Development

*From giving advice, structuring offers and managing the knowledge gleaned over decades of experience, we made the final leap into the development arena with ARORA & ASSOCIATES INFRADEVELOPERS LTD and SAI CONSTRUCTIONS.*

*Our recent projects include GREEN HOMES with 2, 3 and 4 BHK flats ranging from 1,000 to 2,100 sq. ft. in the NCR at Indirapuram. CASA SERENA is a gated community with ten lavish town houses under development in the Greater Noida area. ÉKAJ<sup>TM</sup> SHIVALIK RETREAT, in the Kasauli hills, offers forty luxury cottages with a boutique hotel and wellness centre coming up in the second phase.*

*The key features of our development projects:*

- **Quality construction** - an unprecedented two-year warranty for the end customer
- **Green design** - environment-friendly and greenery spread
- **Space planning** - effective space utilisation.



# Hospitality

*Our foray into hospitality was a natural progression from our experience in the realty aspect in this sector. Coupled with our service attitude and zest for innovation, we have made an entry into the fine dining space in partnership in the National Capital Region of Delhi with DINE-ESTY™ restaurants. This effort is now in the process of panning out to major cities across the country.*

*Our second play is in the resorts and hotels segment where we are developing a boutique hotel and a world-class wellness centre, ÉKAJ™ RESORTS, in the Shivalik hills just a few hours away from the capital, New Delhi.*

Time is not measured by the passing of years but by what one does, what one feels, and what one achieves.

*~ Jawaharlal Nebru*

# Achievements

## 2011-2009

*Leased 1,50,000 sq. ft. to Wipro in Omaxe Square, Jasola, New Delhi.*

*Structured sale of Omaxe Square, an independent tower of 1,00,000 sq. ft. at Jasola, New Delhi.*

*Facilitated lease of 1,00,000 sq. ft. of office space to Vodafone in South Delhi.*

*Leased 90,000 sq. ft. of IT space to Nagarro in Udyog Vihar, Gurgaon.*

*Leased 80,000 sq. ft. to Lifestyle; over 60,000 sq. ft. to Tata Westside, Landmark and Sisley; over 25,000 sq. ft. to Home Center of Lifestyle and over 25,000 sq. ft. to Funcity in Ambience Mall, Vasant Kunj, New Delhi.*

*Leased 26,000 sq. ft. to Casio India at Okhla Industrial Estate, New Delhi.*

*Sold 25,000 sq. ft. space to Sunrise Sports (India) Pvt. Ltd. in Salcon Aurum, Jasola, Delhi.*

*Leased 35,000 sq. ft. in Elite's Grace Mall, Ludhiana.*

*Leased 22,500 sq. ft. to Mudra Communications at Okhla Industrial Estate Phase III, Delhi.*

*Leased 22,000 sq. ft. to Future Group Pantaloon at Janakpuri, New Delhi.*

*Leased 20,000 sq. ft. to Miele India in Copia Tower, Jasola, New Delhi.*

## 2008-2005

*Structured sale of RMZ Futura, an IT campus in Hyderabad and leased 5,00,000 sq. ft. in the same project to Deloitte and Google.*

*Facilitated joint venture between Hines and Shyam Telecom to develop and construct 1.4 million sq. ft. on National Highway 8 in the National Capital Region.*

*Leased Reliance's first Hyper Market with 2,00,000 sq. ft. in Faridabad and Reliance's first Mega Store in north India with 1,50,000 sq. ft. in Ambience Mall, Gurgaon.*

*Structured sale of entire shopping complex in Central Mall, Bund Garden Road, Pune.*

*Sale of more than 100 units in AEZ Aloha, Gurgaon and sale of residential flats (2250 sq. ft.) on Panchsheel Marg, Chanakyapuri, New Delhi.*

*Sale of large condominiums and penthouses in Omaxe Forest, Noida, sale of farmhouses in Deramandi and Westend Greens, New Delhi, sale of luxurious built-to-suit bungalow in DLF City, Gurgaon.*

#### 2004-2001

*Provided 80,000 sq. ft. to Inter Globe in Block-C of Global Business Park, Gurgaon.*

*Provided 50,000 sq. ft. space to Amarchand Mangaldas, 60,000 sq. ft. to Wipro Spectramind and 30,000 sq. ft. to Deloitte Haskin & Sells.*

*Arranged leased of 45,000 sq. ft. to Li & Fung, 50,000 sq. ft. to Bharti Enterprises, 1,70,000 sq. ft. to Ericsson and 40,000 sq. ft. to Moser Baer.*

*Structured sale of RMZ Titanium (2,00,000 sq. ft.) in Bangalore.*

*Structured sale of The Great Eastern Plaza, Nebru Place, New Delhi (55,000 sq. ft.).*

*Leased 50,000 sq. ft. retail space to Fashion of Madura Garments.*

*Arranged sale of bungalows in Delhi's Diplomatic Enclave at 25, Sardar Patel Marg (3,700 sq. yds.) and Lutyen's Bungalow Zone at 3-A, Tees January Marg ( 6,500 sq. yds.).*

#### 2000-1991

*Arranged lease of entire commercial complex (80,000 sq. ft.) in Radisson Hotel, New Delhi.*

*Provided Coca Cola India with 1,00,000 sq. ft. of space on lease for their headquarters.*

*Leased 40,000 sq. ft. to J Walter Thompson (erstwhile HTA) in Gurgaon.*

*Arranged lease of 1,00,000 sq. ft. in Gopal Das Bhawan, Connaught Place, New Delhi.*

#### 1990-1981

*Launched sale of World Trade Centre, New Delhi (2,50,000 sq. ft.) and International Trade Tower, Nebru Place, New Delhi (3,50,000 sq. ft.).*

*Arranged lease of entire Amba Deep building on Kasturba Gandhi Marg, Connaught Place, New Delhi.*

*Facilitated lease of GE's headquarters at AIFACS Building, Rafi Marg, New Delhi, overlooking Parliament House and Rashtrapati Bhawan.*

# Achievements

## 1980-1971

*Sale of Burma Shell House to ECE Ltd. Arranged lease of 21,000 sq. ft. in the same building to IFCI, Hong Kong and Shanghai Banking Corporation and Punjab National Bank.*

*Introduced concept of sale and lease of multi-storey buildings in New Delhi with Akashdeep at Barakhamba Road and Himalaya House on Kasturba Gandhi Marg.*

*Started sale of first series of buildings like Surya Kiran, Himalaya House, Ansal Bhawan in Connaught Place and pioneered sale of buildings in Nehru Place, Rajouri Garden, Janakpuri, Milan Cinema Complex and many other commercial areas in New Delhi.*

*Provided retail space on long term lease to Bata India Ltd. and assisted in the shifting of the Food Corporation of India office from Chennai to New Delhi by arranging for office space in Defence Colony, New Delhi.*

## 1970-1951

*Lease of residential bungalows on Kautilya Marg, Diplomatic Enclave, Chanakypuri, New Delhi to English Electric Company and many more corporations.*

## 1947

*Sale of office space to Hitkari Cycles Ltd in Mumbai and New Delhi.*

Our lives begin to end the  
day we become silent  
about things that matter.

*~ Martin Luther King, Jr.*

# Beyond Business

*No matter how small, no matter how little, if change is to be effected, a beginning must be made. And, in a country like India, opportunities for making a change abound.*

*At The Arora Group, we have focussed on education for bringing about this change. For, as the Chinese proverb goes, give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.*

*We have made a small effort by providing pre-school education to children from the underprivileged classes in south Delhi. In addition to imparting the three Rs, we provide the children with uniforms, books, school bags and some nourishment while they are with us.*

*Our expectation is that this effort will grow not only to cover a larger number of children but also provide education beyond the pre-school level.*

*In addition, we continue our support to institutions and organisations like Khushii, Prayas and CanKids, doing whatever little we can to make a small difference. For someone, somewhere.*

Two roads diverged in a  
wood, and I, I took the one  
less traveled by, and that  
has made all the difference.

*~ Robert Frost*

## THE FIRST HIGH RISE BUILDING IN CONNAUGHT PLACE

*When **Late Lala Chiranjiv Lal Ansal** built **Akashdeep**, the first multi-storey building in Connaught Place, New Delhi way back in 1968, it was a new concept. Selling the idea was not easy but Mr K. J. Arora took on the challenge of leasing out space in Akashdeep followed by Himalaya House from Kailash Nath & Sons, and pioneered the sale and lease of high rises in India.*

## CONCEPT SELLING COMES TO THE INDIAN REALTY SECTOR

*Mr **Sagar Suri** envisioned Delhi's World Trade Centre on Babar Road alongside a five-star hotel way back in the late eighties. Mr Rajesh Arora impressed upon Mr Suri that Arora & Associates had the capability of handling the entire realty activities for the half a million sq. ft. of space in the **World Trade Centre and World Trade Tower**. We arranged the sale of 70,000 sq. ft. to Indian Oil and 20,000 sq. ft. to Indian Bank in a building that was still on the drawing board. Later, we handled the complete leasing of the remaining space in a time bound manner.*

## WE PLAYED A ROLE IN FCI'S CORPORATE HISTORY

*Not many would know that the **Food Corporation of India** was headquartered in Chennai after it was set up in 1964. In the early seventies, the Corporation began considering a move to New Delhi for which it needed adequate space in a good location in the city. Mr K.J. Arora identified and arranged for the lease of 1,500 sq. ft. space in Defence Colony to facilitate the shifting of the headquarter to New Delhi.*

## GURGAON AS A PREFERRED CORPORATE DESTINATION

***Coca Cola** relocated to Delhi from Mumbai in the 90s into a temporary office arranged by us. The company was looking for an independent building of which there was none available then in Delhi. We suggested Gurgaon as a destination at a time when Gurgaon had not become the commercial hub that it is today. We were able to convince **Coca Cola** headquarters in Atlanta, USA and their decision to move to Gurgaon paved the way for other multinational corporates to move to Gurgaon.*

*A somewhat similar story comes from **Nokia** who started out their India operations from temporary accommodation arranged by us in the Business Centre of Le Meridien, New Delhi. The company then moved to the International Trade Tower in Nebru Place, New Delhi while searching for an independent building of their own. Since there was none available in Delhi, we located the commercial wing of the Radisson Hotel located near the Delhi-Gurgaon border as the perfect destination for the company.*

*These two transactions really made companies look at Gurgaon as a viable alternative to hitherto preferred business districts of Delhi like Connaught Place, Nebru Place or Bhikaiji Cama Place.*



Realty Consulting | Development | Hospitality

Arora & Associates Realty Ltd  
Arora & Associates Infradevelopers Pvt Ltd  
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