

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 being 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 is Mr K.J. Arora, the doyen of the realty consulting business in India, today. And, the organisation that he founds is The Arora Group.*

The only way of finding the  
limits of the possible is by  
going beyond them into the  
impossible.

*~ Arthur C. Clarke*

# 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. Milestones are reached and then left behind. The client roster keeps growing. New challenges are overcome. The horizon is enlarged from just the country to beyond its borders. Fresh partnerships are formed. The organisation moves ahead, growing into full-services realty consulting. With distinct service lines and clear ideas. Along the way, come forays into the real estate development and the 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, as we move ahead into the future, development and hospitality are poised to blossom ever more.*



# 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*

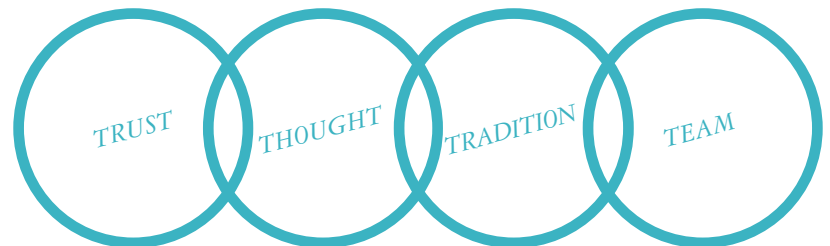
**Team** - *work as a team not just internally but outside as well with all stakeholders.*

*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

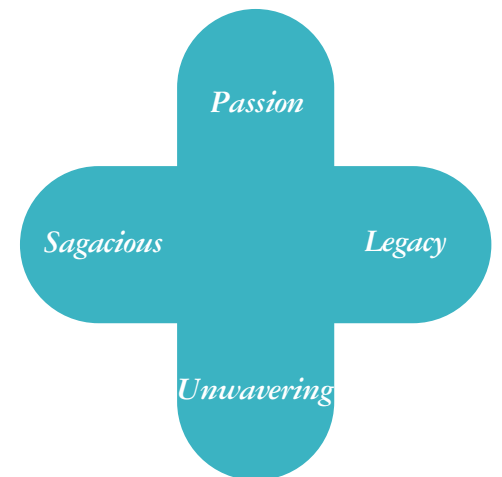
*What we bring to the table is our PLUS that can be summed up very succinctly as:*

**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 redoubtable Mr K.J. Arora to be one of the founding members of National Real Estate Development Council (NAREDCO). Our Vice-Chairman, Mr Rajesh Arora is Member (Finance) in the council. We are the only realty consulting firm to have taken the lead, working for developing standards for efficient, effective, and ethical real estate business practices.*

*We are acutely aware that it is our standards of conduct ethics that has brought us the faith and trust of our clients. It is what keeps our team together and ensures that whosoever we work with is content. After all, as it 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 understand 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.*

*Our structure reflects our commitment to serve customer needs in the fastest and most efficient manner.*

*The **consulting business** is based upon the following verticals that use and crossplay the knowledge, entwork and ideas built up over six decades:*

- *Residential*
- *Retail*
- *Commercial & IT&S*
- *Industrial*
- *Institutional*
- *Hospitality*



# Development

*From consulting to operations has been a confirmation of our way of working. From giving advice, structuring offers and managing the knowledge gleaned over decades of experience, we made the final leap with SAI CONSTRUCTIONS. To conceptualising, designing and then executing development projects.*

*Here again, we have kept the customer in mind with projects where we feel we add value and not just for numbers alone.*

*We have brought to this sphere of our activity the same values and guiding philosophy. The key features of our development projects are:*

- Quality of construction - we introduced the concept of a two-year warranty for the end customer*
- Green design - both, in terms of environment-friendly and the spread of greenery*
- Space layout - effective space utilisation with no overcrowding.*

*Whether residential or commercial or hospitality, our focus remains on our clients and what really serves their needs in an aesthetic manner.*



# 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 the National Capital Region of Delhi with DINESTY restaurants. This effort is now on the verge of panning out to major cities across the country in the very near future.*

*Our second play is in the resorts and hotels segment. Here, we have partnered in the development and management of heritage and luxury resorts in select destinations in India through V RESORTS.*

*We are also developing a boutique hotel and a world class wellness centre 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

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

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

*Leased retail space of over 25,000 sq. ft. to Funcity at Ambience Mall, Vasant Kunj, New Delhi*

*Leased retail space over 25,000 sq. ft. to Home Center of Lifestyle at Ambience Mall in Vasant Kunj, New Delhi*

*Leased over 60,000 sq. ft. to Tata Westside, Landmark and Sisley at Ambience Mall, Vasant Kunj, New Delhi.*

*Leased 80,000 sq. ft. to Lifestyle at Ambience Mall, Vasant Kunj Delhi.*

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

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

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

## 2008-2005

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

*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.*

*Facilitated joint venture between Hines and Shyam Telecom to construct and develop 1.4 million sq. ft. on NH 8.*

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

*Sale of more than 100 units in AEZ Aloba Gurgaon and sale of residential flats (2250 sq. ft.) at 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 Block-C with 80,000 sq. ft. in Global Business Park, Gurgaon to Inter Globe*

*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 in Radisson Hotel (80,000 sq. ft.)*

*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).*

*Arranged lease of 1,00,000 sq. ft. in Gopal Das Bhawan at 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 IFCL, Hong Kong and Shanghai Banking Corporation and Punjab National Bank.*

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

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

*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.*

## *1970-1961*

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

## *1947*

*Starting with 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 around us.*

*We, at the Arora Group have chosen to focus on education for effecting this change. 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 at this 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 bag 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 KHUSHI, Prayas and CanKids, doing whatever little we can to make a small difference. Somewhere, for someone.*

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**

*Lala Charkhi Lal was considering options for his plot of land on Barakhamba Road, New Delhi. The year was 1968 and the southern radial roads from Connaught Place were yet to see any new development. Mr K.J. Arora convinced the Lala to go in for a multi-storey building. A first in New Delhi, Akashdeep building then set the tone for numerous other high rises that came up later in the area.*

### **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 World Trade Centre. Our company 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 the complex 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 feet space in Defence Colony to facilitate the shifting of the headquarter to New Delhi.*



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