

TOP 50 GUNS

TOP



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IN INDIAN REAL ESTATE  
WORD VIVEK SHUKLA

# BUILDING TRUST

Rajas Jain shuns publicity. He believes in creating a niche for his realty company- Kumar Properties, rather than attending page-3 parties. As a Managing Director of Pune based Kumar Properties, Rajas spearheads the strategy development and program execution of the entire engineering and design suite of his company projects. Additionally he is also involved in project liaising and review to enhance brand salience, grow market share and lead on-site performance improvement initiatives.

Arguably, today the Kumar Properties brand has become synonymous with trust, integrity and excellence due to untiring efforts of Rajas Jain. Soft-spoken Rajas began his career as a trainee engineer in his family venture, Kumar Properties in 1991, with the commercial project, Kumar Plaza. Since then, he has not looked back. He initiated and implemented several landmark projects including Kumar Platinum, Kumar Picasso, Kumar Primavera, Palm Springs, Kumar Prithvi, Kumar Primrose, Kumar Periwinkle and Kumar Paradise etc.

Rajas is also credited with heralding innovative ideas including use of RMC (Ready Mix Concrete) for the first time in Pune's real estate industry. In a bid to professionalize a largely unorganized industry and streamline processes, Jain also introduced an ERP system in Kumar Properties.

He was instrumental in key organizational transformations including expanding the footprint of the group beyond Pune with Kumar Princetown, a mini township in Bangalore. With formidable and an in-depth understanding of the real-estate market, Rajas was able to successfully anticipate and cater to a hitherto undiscovered but fast evolving customer segment, positioned between the middle class and typical upper crest of the society with offerings like Kumar Siddhachal and Kumar Peninsula,

It goes without saying that under his able leadership, Kumar Properties has dramatically expanded its presence and diversified its product offerings while maintaining a strong culture of innovation and integrity. More than 25,000 satisfied and happy families from diverse socio-economic and cultural backgrounds and over 1,000 satisfied large, medium and small businesses stand testimonial to the growing strength of the group. Kumar Properties has won several awards including "Best Build Structure" for Kumar Presidency Phase 1 & 2 & "Best Landscape" award for 'Kumar Karishma' by Builders Association of India, (BAI). It may be recalled that

Kumar Properties was established in Pune by Mr.K.H. Oswal on 15 August 1966.

Rajas informs that with annual sales of more than one million sq., Kumar Properties is a brand that commands a premium over other real estate developers and has become a symbol of trust and integrity. According to Rajas Jain, providing comprehensive solutions from conception to completion, Kumar Properties group has successfully constructed over 18 million sq. ft. of prime real estate and currently has 5 million sq. ft. under development across several customer segments. The groups' portfolio boasts of an eclectic mix of world-class lifestyle and commercial spaces including Mega residential and commercial complexes, IT Parks and malls. What is the core value of Kumar Properties? Rajas informs that clear-cut approach to design, high quality architecture, strong project execution and attention to detail form the core values of his group.

According to Rajas, their latest brand offering is PRIVIE RESIDENCES. Drawing upon their illustrious legacy, Kumar Properties forayed into the luxury urban space segment in early 2012, with the launch of 'Privie Residences', a distinguished portfolio of luxury residence projects. The 'Privie' ethos is inspired by the conviction that Luxury and Privacy are inextricably connected. In fact 'Privacy' undoubtedly has come to represent the most compelling facet of our interpretation of luxury today. Without privacy, even the most elaborate and impeccably executed living space acquires an almost pedestrian undertone.

Spearheading a new phase for Kumar Properties, Rajas says that the Privie Portfolio offers a realm of luxury communes designed for the select few, who are discerning, insightful, tasteful and value free uninhibited living spaces.

Privie Residences' very first project is Sienna. Sienna is a Gated luxury residence project of 84 condominiums, offering lavishly designed and impeccably executed 3 & 4 BHK units and is located at Hadapsar, Pune. All Privie residences are strategically located, maintaining some of the highest land values in Pune. Privie Residences forthcoming projects include luxury enclaves in prime Pune destinations, including Sanctum at Ivory Estate, Baner and Shiloh at Model Colony, Pune. Most recently the group has forayed into the luxury urban space segment with the launch of Privie Residences, a bouquet of premium 3 & 4 bedroom residences, with Sienna being the flag bearer. Rajas also started his own independent venture, Kamdar Constructions (now Viraj Projects) in 2004. The company soon witnessed success with partnerships with leading steel majors like Bhushan Steels, Jindal Steels and Power. Due to increasing responsibilities, he sold Viraj Projects last year.

Rajas is a member of Property Builders Association and Emerging Presidents Group. He is active in a number of local charities and heads the Centre of Technical & Vocational Training (CTVT), a unique industry leading initiative by Kumar Properties. CTVT offers free certification courses to train Building Site Supervisors.

Personally Mr. Jain is a quiet and introspective individual, who has varied interests. He loves to read and has keen interest in graphology & Vastushastra. He has also authored a book, "A Civil Engineer's Handbook on Building Construction. Additionally he has an ear for music and loves playing the table and drums. Rajas is a Civil Engineer from M.I.T. College of Engineering. He lives in Pune with his wife and two children.