

# MANTRA PROPERTIES

## Building Honest & Trust

*Rohit Gupta - an entrepreneur, investor, strategist and a leader*

*The Executives India Magazine sat down with Mr. Rohit Gupta and Mr. Nitin Gupta to discuss their ambitious plans.*

Rohit Gupta has been at the helm of Mantra Properties journey from a start-up phase to transforming in to a dynamic, rapidly expanding and one of Pune's fastest growing real estate firms. Being part of the ever-evolving real estate industry, Rohit has immense exposure to deal flow, asset intelligence and market knowledge that gives him the advantage of looking at the real estate beyond it being just a tangible asset i.e. the finance behind it.

Rohit has led Team Mantra to deliver a perfect mix of passion, hard work and utmost customer satisfaction across projects. He strives to bring in uniqueness in designs and making innovation a part of the process of crafting spaces that Mantra's customers to cherish and value for times to come.

Rohit has transformed from being a sales champion to a peoples' champion. He is guided by the philosophy that it is people who are the pillars of champion brands – they do what is required to ensure great product delivery and customer satisfaction.

Rohit is also on board of Mantra Ventures – a venture capital firm that gives wings to start-ups which have high growth potential and Co-founder of Prachay Financial Services (A Pune based NBFC). He is also the Treasurer in the family office.

Rohit loves to travel and explore various parts of the world. His travels and interaction with various people and cultures has enhanced his style of working. He understands the indelible link between culture and leadership. In an industry as dynamic as the real estate industry, Rohit believes that actively managing the organization's culture and aligning it to the strategy are vital elements of driving business performance and growth.

Rohit's mission is to ensure Mantra properties develops spaces for every aspiration and it will eventually be an integral part of the changing skyline of Pune.

Mr. Rohit Gupta & Mr. Nitin Gupta is very clear, direct and measured in his approach to business, and expects the same from Mantra Properties and its employees. This is just one reason he will celebrate 12+ years as CEO of India's best real estate company. "Operational excellence has always played an important role for me," he says.

I have a saying that it's good when people do things right, but it's a totally different ball game when you do the right things right. "We've been focusing on that – doing the right things and doing them efficiently."

It seems to be Mantra Properties was already one of the country's key player when Rohit joined, but he still saw room to improve and modernize its functions and

operations. And he still sees room for further growth.

"We've changed a lot during my time and, today, we started as small company and the best real estate company in India," he shares. "But we believe that urbanization here in India will continue creating growth in the bigger cities, so there will be a need for more new apartments, and we are investing a lot for people's requirement

Rohit says he expects that growth will come from different sources. "There are projects we create and projects that we buy from other companies. That's an important part of the strategy," he explains.

"We now have number of buildings under construction in the Maharashtra region. In addition to that are binding agreements with construction companies to provide an additional units. "Of course, we are also working on a daily basis in order to find new projects, such as converting buildings into apartments, office space or premises used for educational purposes.

"Acquisitions are the third angle. If and when we find something suitable within our parameters, we are able to move fast and buy." It's a huge supply of apartments, but the demand is always there because of Mantra's attentive approach to customer care and relations.

Even though we have been quite successful, we are still hungry.