

LEAVING AN INDELIBLE MARK

A tenure of two decades in real estate development... over 5 million sq.ft of commercial and residential space completed, over 4 million sq.ft currently under construction and over 2 million sq.ft in various stages of planning... each of the developments packing in unquestionable quality... located in premium areas of the city... with an ideology of intense sensitivity towards customer needs and satisfaction!

This in brief is Vaishnavi Group, a Bangalore based real estate company that started with the explicit aim of making a mark in the real estate segment as the most admired brand for its integrity, commitment and for exceeding expectations consistently. Incidentally FY 2015-16 recorded nearly 40 percent referral sales, signifying high levels of customer satisfaction and trust.

Started way back in 1998 by its charismatic leader, C N Govindaraju, a civil engineer by profession, Vaishnavi has come a long way, carving a niche in the upper income group segment of developments, leaving an indelible mark amidst its expanding customer base with its single-minded focus and stringent quality control.

ACCESSIBILITY IS THE KEY

Knowing the pulse of the customer has always been a priority for Vaishnavi and this has translated into offering developments that are sensitive to customer needs and in tune with emerging trends. Since suitable location and good connectivity are prime factors that drive demand, Vaishnavi has painstakingly ensured that every one of its developments fulfils this criterion.

For Govindaraju, accessibility is not only in the location of his projects but also in bandwidth of his customers that he is able to reach out to. The focus thus veers to urban upper income groups, the designs tuned to suit their expectations and requirements. The facilities accorded, though bordering on the luxury segment, reveal thoughtfulness rather than extravagance. The objective is to offer high end quality spaces that are still affordable and address a larger segment of the market.

INCLINED TO BE DIFFERENT

Vaishnavi firmly believes in offering its customers a differential experience on occupying their respective units, which is distinct with user friendly and customer specific facilities and spaces designed. This belief has translated into some novel design offerings, starting from being the first in the city to come up with a range of villaments, in Vaishnavi Orchids, that has now emerged as a much sought after style of development amongst many customers. Similarly, its ongoing project Vaishnavi Terraces, comes with a concept of exclusive terraces in lieu of the conventional balconies, the living space opening in to them seamlessly.

As keen as its inclination to offer unique designs and living experiences in its user spaces, similar is the intent on saving trees and retaining green spaces. This is amply revealed in the manner in which Vaishnavi set about relocating painstakingly to the periphery over 300 trees in its residential development, Vaishnavi Gardenia. The expanse of green was also retained by going vertical in construction, thus leaving over 80 per cent of the 8 acre site open and green. Even the natural gradation of the site was left undisturbed in many places and the many outdoor amenities expertly tuned to fuse into the different levels and slopes.

Vaishnavi's commercial projects too are equally unique in the design of their user space and facilities offered, prompting leading business houses to take up residence. Vaishnavi Union 29 is a classic example, offering 150,000 sq.ft of commercial space with state of the art facilities, right in the heart of the Central Business District and affording a spectacular view of an expansive green, located as it is, in the vicinity of Cubbon Park.

AWARDS GALORE

Given the passion with which each project has been pursued, it is not surprising that Vaishnavi Group has won the Realty Plus Award for the "Industry Choice - Developer of the Year: Residential" in year 2012 and Realty Plus Award for "Popular Choice - Developer of the Year: Residential" in year 2011. Year 2013 also saw Vaishnavi Group winning the CARE Award from CREDAI for the Best Residential Developer of the Year, placing on record the indisputable quality and facilities offered by Vaishnavi in each of its projects as well as the superior customer service provided to every one of its clients. At Vaishnavi Group, the year 2016 had been an eventful year, with a slew of awards and recognitions coming our way.