

Iconic Developer - Navi Mumbai

In conversation with Manish Bathija of Paradise Group

The Mid-day Icon for Iconic Developer. What are your feelings on receiving this honour and who would you like to dedicate it to?

I would like to dedicate this honour to my family without whose support it would not have been possible and also to our Channel Partners, Associates and all our friends who have stood with us through thick and thin.

What was your vision when you ventured into Real Estate? Have you been able to achieve it?

For a young man like me when I ventured into real estate with my father, I dreamt of being a big man, making a name for my family and my organisation. The vision was clear that we need to provide our buyers with the best of all what they require and what they deserve. Today Paradise is known to be a trend-setter and we have set up new industry standards be it with respect to various architectural aspects or delivery parameters. This itself is a victory to us and we have set our goals higher and higher at every step. So, we challenge ourselves to deliver the best.

What have been the challenges / struggles that

you had to deal with?

Covid-19 was quite the challenge. As it proved to be quite difficult and when many developers were struggling, we decided to get our labours on site through buses and continue as per our planned development phases and owing to this we always were on schedule with respect to construction and kept our delivery promises. Apart from this, due to the on-going global situation of geo-politics, inflation in many construction equipment and materials is at an all-time high. We had too many challenges, yet we are trying our best to deliver without compromising on any factor.

To what would you attribute your success that won you this icon?

The fact that Paradise Group has been synonymous with quality, delivery and the most committed developer is one of the most delegating factor attributing to this achievement.

Do you think this icon will add to the brand's popularity in any way? How do you plan to promote it?