

PROJECTS

MIRROR

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Face to Face



“We design our every development to be more sustainable & the best way to make sure the project stays sustainable is to have a goal in mind from the beginning of the project. We look into all factors at the initial stage to eliminate or minimize environmental damages. We make sure to protect natural resources, trees & water bodies”

Mr. Ravi Saund, Founding Director of Emperium

Please give us a brief about the journey of Emperium.

Affordable housing was promoted under the Central government's PMAY scheme with high intensity to provide Homes for the ever-growing population but achieving it was a difficult task as affordability usually leaves the room when housing comes into play. During that period, Mr. Ravi Saund, who has proven his ability to plan and deliver efficiently complex deals and projects successfully with market stalwarts like Ansal API (2,190 acres of residential and commercial township), SARE (1,16,73,709 Sq. Ft. of residential group housing & 105 acres township), CHD Developers Ltd (82,86,530 Sq. Ft. of residential group housing & 250 acres of residential and commercial township) and JMS Buildtech Pvt. Ltd. (2,00,000 Sq. Ft. of residential and commercial housing) and with 15 years of experience, Mr. Hardeep Singh has developed an uncanny ability to identify market needs, he believes his commitments to customers and shareholders must be fulfilled to exceed their expectations. By acknowledging the needs to fulfill housing dreams of the middle class. They both joined hands and decided to deliver 'Affordable' housing as a Dream Project. This is how Emperium was founded with the sole mission of providing urban affordable housing to the masses.

In 2018, Emperium Happy Homes was launched with a total of 754 sustainable houses. Shortly, Emperium Happy Street was also launched, which is a commercial project by Emperium. The journey of Emperium has been extraordinary in every department and with the latest addition of Emperium City, we can assure you these experiences will only grow exponentially.

Tell us about the landmark projects done by Emperium.

Landmark Projects by Emperium

1. Emperium Happy Homes, Panipat- Emperium Happy Homes has introduced 754 affordable and sustainable houses under the Pradhan Mantri Awas Yojna available on 1 bhk, 2bhk & 3 bhk mixed apartments at the most affordable prices. They have put in their best efforts in providing the maximum facilities with a spacious look-

ing home. You get facilities of a club with a swimming pool and gymnasium to keep yourself healthy and active. A well spacious open green area with a playground for children to enjoy outdoor games. A local shopping area is available to fulfil all your daily home needs. Affordable housing has always meant cutting down on the luxuries but Emperium has decided that Affordable can be luxurious. It is the fastest-delivered project in Panipat, owing to Emperium's unshakable values.

2. Emperium Happy Street, Panipat- Emperium Happy Street is a commercial project by Emperium. In Panipat, there is a remarkable commercial property sector. They have stores in Panipat that are appropriate for large offices, restaurants, retail shops, and food hubs, as well as considerable infrastructure. The commercial building's interior and exterior have world-class designs. Investing in Emperium Happy Street will provide you with the finest returns on your investment, whether you want to rent or sell the spaces in the future. It has a band of 33 shops and one restaurant.
3. Emperium City, Panipat- Spread over 9.28 acres, EMPERIUM CITY is a landmark development in Panipat. Breathtaking Mediterranean architecture leaves you awestruck with beautiful gardens and gives a unique character to the gated community. It offers a lifestyle that caters to all age groups, a blend of soulful living with opportunities for active and private spaces. Some amenities like Gated Complex, Boundary wall, round the clock security, solar street lighting, 24x7 water supply, CCTV surveillance, modular rain water-harvesting, eco-friendly sewage system, underground electric cables, mixed/vegetable booth, green cover and much more are integral features of this project. The project is designed to enhance the lifestyle and happiness of residents, while aspiring to be the definitive landmark in the city of Panipat. This project will be delivered in 6 months time using high-end technology and quality products. This township is set to include a group of parks designated for different sports and activities. The collection will include a Leisure park, soul park, a blossom park and an activity park for different people and their different needs. All the parks are situated strategically, so all can have an easy access



to nature. In addition, the township is located in close proximity to GT Road, Panipat Junction, Panipat Refinery for easy connectivity.

Tell us about the major factors which you keep in mind while doing any projects.

- **Location** is the prime factor that yields fruitful returns on property. A customer always looks for a central location with round the clock transportation facilities & the society where his/family feels safe & secure. The main aim is to invest in a location that can give returns for the present as well as the future. Many locations are also targeted by the proximity of a landmark which can allow a guaranteed audience.
- **Connectivity** is the driving force that attracts the buyer most as having schools, hospitals, marketplaces & railway stations in close proximity offers not only saves time but also makes life easier. With the sedentary life, people have grown accustomed to fast and easy solutions and prefer a place that can provide them these experiences without having to face delay of any kind. The value of being close to a hospital has risen dramatically in the current circumstances. People are becoming more mindful of the interconnectedness and convenience of commuting that a project provides, not simply hospitals. The habit of looking for projects that match the connectivity requirement gained traction a few years back.
- **Master planning** of the township, we dedicate ourselves to plan the allocation of resources & efficiently drive through complex processes, bottlenecks in the shortest possible time by master planning in advance. Adequate and precise planning does not allow any space for mistakes or second-guessing.
- **Happy living**- We keep our focus to make the client's experience joyful & happy living as we always strive to provide most of the modern day amenities such as sports ground, parks, gardens, swimming pool, clubs, party halls where he/she can enjoy with friends, family & dear ones.
- **Security** is and rightfully one of the most important factors while working on a project. We highly value the

sense of security and the feeling of home that is inculcated by us with the features like a gated community and 24x7 CCTV surveillance.

- **Construction**- Our top priority is always to deliver the project before the deadline. We use modern techniques & quality components to ensure long term durability of the project.
- **Delivering** quality products before time- We save a major chunk of time by pre-planning, using the latest technologies giving us an advantage over other builders to deliver the projects on or before the scheduled deadline.

How important is sustainability for the projects of Emperium?

We design our every development to be more sustainable & the best way to make sure the project stays sustainable is to have a goal in mind from the beginning of the project. We look into all factors at the initial stage to eliminate or minimize environmental damages. We make sure to protect natural resources, trees & water bodies. We thoroughly assess economic feasibility, administration of health, safety & quality of components to deter any kind of pollution. We adopt the latest technologies such as solar panels, water harvesting, sewage treatment to build sustainable projects & conservative the nature. Sustainability is a global concern factor and need of the hour to conserve natural resources for our future generations & we are dedicated to it.

Share the future plans of your company with our readers. Where do you see your company in the coming few years?

We look forward to launch Emperium Casa Villas, Emperium Elite Floors & Emperium Palm Drive to cater the housing needs of Panipat and expand our reach to other properties hub, i.e. Gurgaon and major hubs in Haryana. With already projects like Emperium Happy Homes, Emperium Happy Street and Emperium City and many more exciting features that are supposed to be delivered, Emperium is one of the fastest growing realty companies in Haryana. Coming few years will be very crucial in the Real Estate industry due to the advancement in technology but I can assure you that Emperium will be among the top players in the coming years and will continue to work with its vision and mission as its driving forces. 