

THE ECONOMIC TIMES

PROMISING
ENTREPRENEURS
OF INDIA

2nd Edition



Success
Mantra

DREAM BIG, PASSION TO ACHIEVE
THE DREAM AND YOUR TEAM
SEEING THE SAME DREAM.



SUJOY GUPTA

Managing Director
Samraat Group

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My Story

SEED OF THE DREAM

It was on August 15, 1998, that he launched his first solo project called Dream Complex in Nashik and started the Samraat Group as a proprietorship firm, which eventually grew into a mammoth company. Ask about his choosing real estate as a field of choice and Gupta shares that "During the days when I did odd jobs from wetting the table to polishing the shoes, I would always observe a realtor, who was enjoying all the luxuries of life and inspired by him, I chose this field to work and grow and to give my mother and family a comfortable life. So, it was certainly a conscious decision to enter the real estate sector. Also, I had no savings when I started my first project and whatever I am today, is only because of the constant support of my team and love from the people of Nashik. My team is the one that is 99 percent responsible for Samraat's success. I am only their torch bearer. At this stage, I also have to mention my wife, my lady luck, who has worked with me shoulder to shoulder for 12 hours every day since our marriage, and has contributed equally towards the success of this company and my ever dedicated team, I would again like to add." He adds, "It was my aim to bring in a 'society' culture, comprising of multiple buildings in Nashik, and starting from zero in 1998, till date, we have managed to construct above 37 lakh sq.ft and another three million sq.ft. construction is underway." Points out Gupta.

MEMORABLE MOMENT

After starting his business in 1998, it was in 2006 that Samraat Group launched "Dream Citi", one of the largest and innovative group housing projects in Nashik, comprising of 316 flats. This project was awarded 'Best Building of the Year'. It was this project and award that got Samraat Group the much-awaited exposure, thus, acting as a turning point for the company. "With the award, Nashik people developed a trust towards Samraat Group and the brand image certainly took on a new dimension,

opined Gupta. Speaking about innovation, he emphasizes how "The tagline for Samraat Group is "The Power of Imagination" and innovation comes from imagination. I believed that we could uplift the living standards of the middle-class members of society and it was we, who successfully started giving higher grade amenities inside a home." Another innovation that has been implemented successfully is that when Samraat Group always announces a specific date of possession at the launch of a project. They actually always meet the deadline. He further elaborates on innovations, and shares how Samraat Group was the first to launch a tropical living themed home, with a special Man-Made Beach, Divine housing and many such projects as a part of the basic amenities of the project.

FUTURESCOPE

Samraat Group started with a workforce of six members and eventually, evolved to become an organization with more than 180 members. They have also moved from 3000 sq. ft office to a 25000 sq.ft. office at the Samraat Head Quarters. "The HR policies of our company are great and employees are generally happy working at Samraat. Our attrition rate is below three percent," beams Gupta.

From a futuristic perspective, Gupta further explains that "Nashik has been rated as the fourth fastest developing city across the country and recently, was awarded with the most promising smart city of India. This itself conveys that we have an immense potential to grow in the city. With factors like abundance of water, good climate and easy Accessibility to Mumbai and Pune, Nashik is poised to grow much bigger. After vertical expansion in this city Samraat Group looks forward to expanding horizontally across multiple states and cities, as well which is immediately on the cards in the near Future and also the launch of public issue of the company."

My Favourites

● **FAVOURITE GIZMO**

Using Whatsapp on mobile phone

● **FAVOURITE TRAVEL DESTINATION**

Office

● **FAVOURITE QUOTE**

Follow your passion, be prepared to work hard and sacrifice and above all, don't let anyone limit your dreams.

● **FAVOURITE BOOK**

Never read a book

● **FAVOURITE MUSICIAN**

Kishore Kumar and R D Burman