

SETTING A BENCHMARK

At a time when the real estate sector leapfrogs to newer heights, Raheja Developers Ltd sets a standard for others in relation to its operational efficiency, transparency and much more...

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As the real estate sector springs back to business post-recession, demand for residential projects is back. No wonder, customers are spoilt for choice, from high-end to affordable segments. But, amid lofty announcements and publicity stunts, it's imperative take a closer look at the developer's track record before investing in a property. Apart from operational transparency and history of timely delivery, also important today is to ensure a developer's customer satisfaction index. Setting a benchmark in these aspects is Raheja Developers that has carved a niche for itself in the industry being professionally managed and result oriented.

INTEGRATED ERP SYSTEM

Unlike a handful of real estate companies in the industry that use Enterprise Resource Planning (ERP), SAP & Oracle based on marketing modules, Raheja Developers has all its departments integrated with ERP control system developed in-house for operational accuracy and efficiency at all levels. The ERP manages the company's CRM, marketing, project quality control, cost control, human resource, accounts, purchase, inventory, statutory compliances, online monitoring systems, brokerage calculation, customer service, individual performance evaluation, etc. This makes Raheja Developers the only real estate company in India that operates in tandem



with latest operational technologies for simplified business processes and accountability at all levels.

ACCESSIBILITY TO INFORMATION

For customers investing their lifetime saving on a property, it is not too much to expect regular updates on stages of project development, ac-

count and ancillary queries. But often inaccessibility to correct and timely communication leads to distrust and delusion among buyers. To address similar concerns, Raheja Developers offer unique ID and password to its customers to log into its website and access one's booking history and latest account statements. A customer can also log on to see progress of the

ongoing work he has invested in and scan the project virtually from any corner of the world.

PROFESSIONALLY MANAGED

As the assessment of developers has turned critical post recession, managerial structure and competencies of a real estate company also plays a decisive role. Raheja Developers, on its

part, has earned the repute among customers for being professionally managed. Board of the company includes personalities who are former Chairman of banks, serving Managing Directors from reputed companies of the country. The company also employs the most qualified staff in the industry having more than 150 IITans and IIM graduates.

PAYMENT STRUCTURE

At a time when most real estate companies switched over to time linked payment plan across their projects, Raheja Developers continued to offer construction linked payment plans to its customers. Time linked payment plan may ensure profitability to the developer, but turns risky as there are possibilities that the money can get diverted. "At a time when real estate sector of the country was hit by global recession, we have successfully kept the company debt free, meaning thereby that there is no cost of money to the projects. It has always been our focus to pass on the value advantage to end users directly, instead of demanding a higher price, or holding back stock. So in all cases, we subsidise the customer with the best price instead of giving advantage to investors," says Navin M Raheja, Managing Director, Raheja Developers Ltd.

CUSTOMER SATISFACTION

Last but not the least, what matters the most is a developer's reputation among end users and the latter's satisfaction level. In regards to the same, Raheja Developers enjoys the highest customer satisfaction index in the country - virtually zero complaints. The company assures highest quality in all its projects and timely delivery. With all this and much more, the fact that Raheja Developers is the highest awarded real estate company in the country comes as no surprise.