



## New blood, newer ideas, infinite possibilities

### Profiling young entrepreneurs in Indian real estate

The real estate industry in India has seen a phenomenal growth in the past few years and has added young faces to the soaring industry. These young entrepreneurs have contributed more than just talent to this sector—a fresh vision and approach has made their organizations different and expanded the horizons of real estate in the country. **Swatee Chaturvedi** and **Mukta Nalk** look at the dreams, philosophies and thought processes of five young entrepreneurs in Indian real estate.

Youth drives dreams; youth has been known to be brazen and ambitious, aggressive and innovative, informed and forward looking. Youth changes age-old definitions and brings new perspective to business. Youth adapts to change with ease, moulds old paradigms to take advantage of new trends and takes on the journey to the

future with confidence.

This was what we kept in mind when we embarked on this article. For real estate, in itself an industry infused with energy and vigour, new ideas are the very fodder, the very life source. However, real estate businesses in India have been traditionally family-owned and run using

largely conventional business ideologies. The new generation of entrepreneurs—first generation and second—have had the onus of breathing new life into realty, while taking forward the advantages built by the generations before them. A considerable challenge, to say the least!