

CW

Construction World

Largest Circulated Construction Business Magazine
with editions in India and Gulf

₹ 150

September 2014 • Vol. 16 No. 12

ASAPP
MEDIA & PROMOTION GROUP

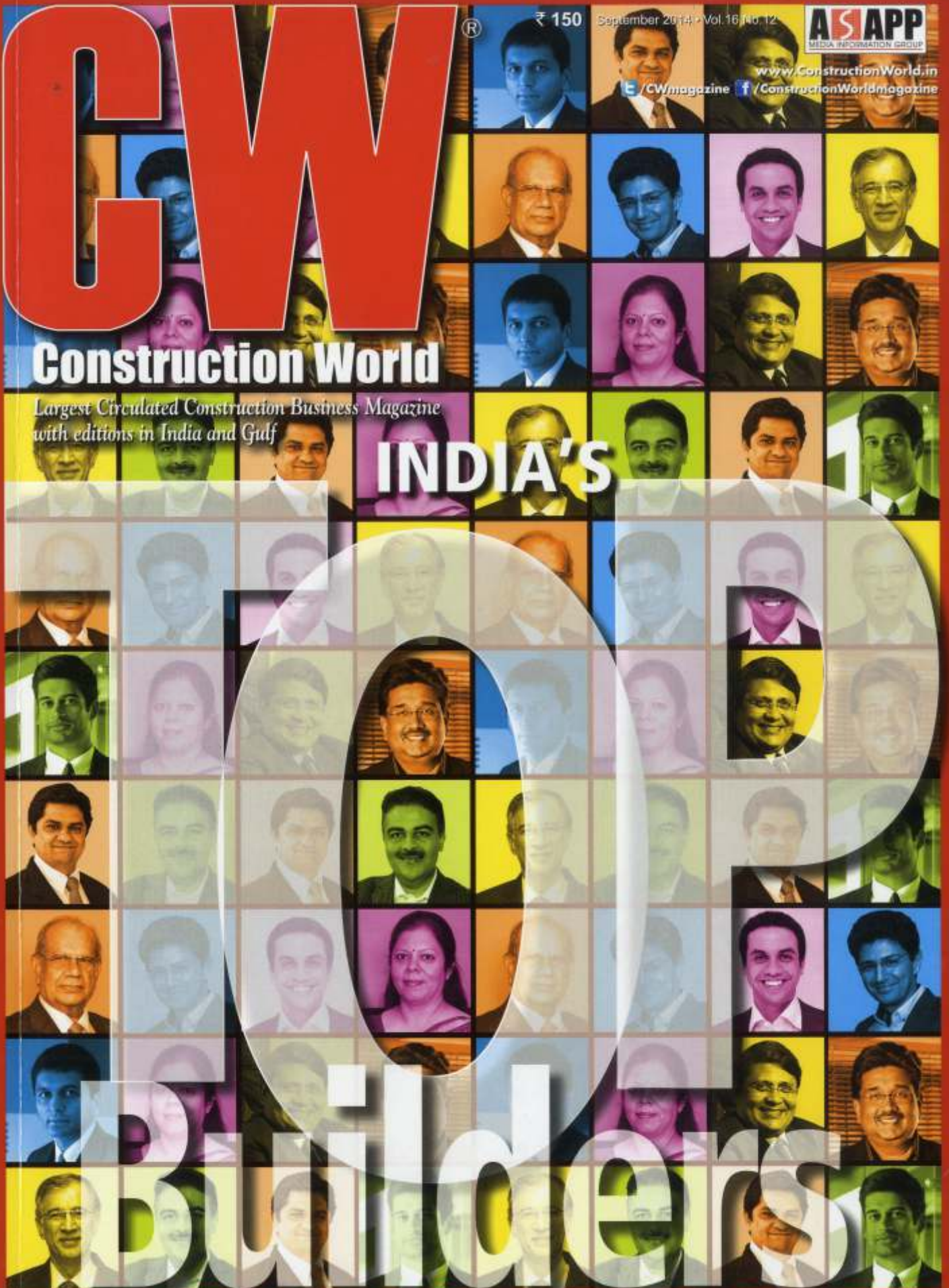
www.ConstructionWorld.in

[/CWmagazine](#)

[/ConstructionWorldmagazine](#)

INDIA'S

Builders



CONTENTS

48

Cover Story INDIA'S TOP BUILDERS

Unveiling...India's top
'innovative and visionary' builders!

- BUILDERS' FELICITATION
- SPECIAL ADDRESSES
- THE WINNERS
- ARCHITECTS' FELICITATION



96

96

Event Report SM@RT CITIES SUMMIT 2014

Recently organised in Mumbai by ASAPP Media Information Group, the two-day summit featured 50 speakers, over 300 delegates and eight high-powered sessions.



102

110

Features PIPES, FITTINGS AND PUMPS

There is movement in the plumbing installations market with green and low maintenance products all the rage.

102

TOWER CRANES

With the estimated market size to be about 200-250 cranes a year, the demand is expected to grow at about 20 per cent annually over the next few years.

116

Trade Talk

"TWO-WAY INVESTMENT SHOULD BE ENCOURAGED."

- Dr Liu Youfa, Consul General, People's Republic of China in Mumbai elaborates on the trade ties of Asia's two largest neighbours.

122

Civic Sense

"REAL ESTATE IS GROWING RAPIDLY IN MYSORE."

- PG Ramesh, Commissioner, Mysore City Corporation, Mysore focuses on tenders for various projects that are to be floated in the near future.

118

Encounter with Engineers

A NUCLEAR BENT

Gundlapalli Prabhakar, Additional Chief Engineer (Civil), Nuclear Power Corporation of India Ltd, Mumbai, shares his experience and views on nuclear civil engineering in India and abroad.

WEB EXCLUSIVES

- Donald Trump launches Trump Tower Mumbai with Lodha Group
- DSK Developers' NCD issue opens on August 4
- Impact of indirect taxes on construction companies
- Smart solutions for smarter cities: Tilak Raj Seth, EVP-Infrastructure & Cities Sector, Siemens Ltd.
- Interaction: Mahesh Ramanujam, COO, USGBC
- Interaction: Angshik Chaudhuri, Chief of Staff, Smart+Connected Communities, Cisco
- Interaction: Ravi Kant Malhan, Director-Head Business Development-Smart Cities and Special Projects, Schneider Electric India

Log on to www.ConstructionWorld.in

| COVER STORY | Top Innovisionary Builders

www.ConstructionWorld.in

It has a focused philosophy: To develop high-quality properties in terms of design, construction and environment sustainability. Indeed, Mumbai-based Kalpataru Group has translated its 45 years of expertise into offering landmarks, luxury apartments, large residential complexes and townships and signature commercial projects in Mumbai, Thane and Pune. With a strong belief that innovation is the key success factor to implement sustainable responsible design concepts, **Mofatraj P Munot, Chairman, Kalpataru Group**, has led the company to international shores and proven the competency and capabilities of Indian housing and infrastructure. A man of exemplary vision and enterprise, under his expertise, the group has established a strong footprint in over 32 countries across continents. Munot touches upon the innovative factors that have resulted in the group's brand equity...

Game changers

Kalpataru has always believed in delivering products that match the consumer's expectations. As for the factors that have made a huge difference to the way we perform, principles of sustainability are tightly integrated during design and development of projects. We have received several external recognitions for our projects. For instance, Kalpataru Square was the first building outside the US and the sixth in the world to receive the US Green Building Council's Platinum certification under the LEED (Leadership in Energy & Environmental Design) Core and Shell V.2.0.

Also, in order to achieve high standards of design and new concepts, the company has been using international designers and architects to develop its projects. We are one of the few real estate companies to provide a host of amenities in projects for consumers. Moreover, specific requirements for a project and challenges encountered by us during project design and development offer an important avenue for innovation. Employees are encouraged to contribute ideas to address such challenges or requirements.

Brand salience

Recognition of projects like Kalpataru Square are testimony to our commitment towards sustainability. Take Project Sunrise, for example, which received a tremendous response for its launch despite an economic slowdown. We believe that our strategy to offer a quality product at an attractive price for a limited duration worked well and we sold the maximum number of units within a short span of time.

Dream project

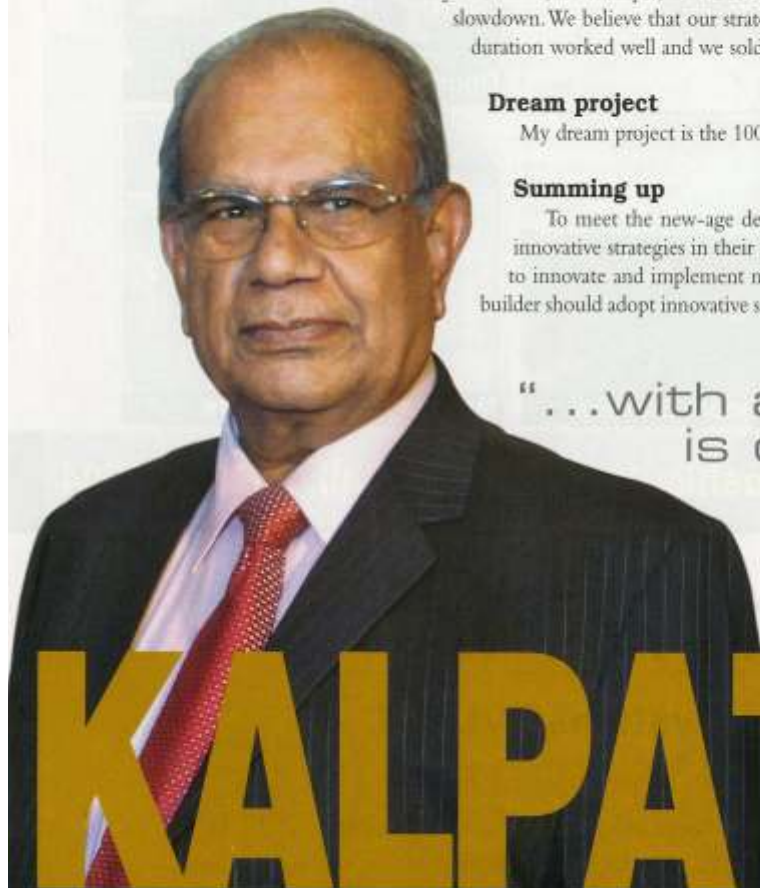
My dream project is the 100 acre plus township development in Thane.

Summing up

To meet the new-age demand and expectations of home buyers, builders should adopt innovative strategies in their projects. Also, growing economic pressures will compel builders to innovate and implement new processes, material and technology. Hence, every real estate builder should adopt innovative strategies because change and innovation are the needs of the day.

"...with an approach that is customer-centric and sustainable."

Mofatraj P Munot
Chairman



KALPATARU
Group

| COVER STORY | Top Inno-visionary Builders

www.ConstructionWorld.in

INNO-VISION ZONE



Residential

Kalpataru Pinnacle, Mumbai

Size: 3.36 acre

Date of completion: June 2013

Unique features: A large entrance porch leads into a 30-ft-high, grand air-conditioned lobby with two high-speed elevators. Kalpataru Pinnacle is a uniquely planned building with an orientation and apartment layout that allows each of the three apartments on every floor to not only capitalise on the westerly breeze in Mumbai throughout the year but enjoy panoramic views of the creek. With a sundeck in each apartment, the building has been designed with a Y-shape to ensure that there are no common walls between apartments, thus providing privacy. A pre-certified Platinum-rated building by the Indian Green Building Council, the top soil has been preserved and used in landscape areas on the project. Also, provision for 100-per-cent rainwater harvesting for rooftop water has been made. Ninety eight per cent of construction waste materials are diverted from landfills while 31.21 per cent of total materials (by cost) contain recycled content and 56.05 per cent of total building materials (by cost) are sourced within 500 km of the project site.

Impact on the end-user: Home buyers will experience energy savings by 12 per cent.

IT Park

Kalpataru Prime, Thane West

Size: About 3.3 lakh sq ft

Date of completion: May 2013

Unique features: LEED Gold-certified by the Indian Green Building Council, this premium five-storied commercial building is supported with smart technologies like a timer controller for common area lighting and dual electrical metering. Kalpataru Prime is also equipped with smart features like high-performance glass to provide better insulation and day-lighting, water-cooled chiller to reduce noise levels and provide better efficiency, garbage chute for collection from individual floors, stack parking and lifts with group control. An innovative material in the form of Everest solid wall panel, an alternative for brickwork, has been used. Also, to reduce power consumption, LED, CFLs, T-5 fluorescent lamps and electronic ballast have been fitted. Moreover, while charging points for electrically charged vehicles are provided, 100-per-cent covered parking helps reduce the heat island effect.

Impact on the end-user: The project is strategically located in Thane offering connectivity to arterial roads, railways, schools, colleges, malls and multiplexes.

5-Step Approach for an Innovative Project

