



Arun Kumar

Founder & Managing Partner

Equipped with good facilities and well-developed infrastructure growth, Chennai is acknowledged as one of the most exquisite metropolitan cities of India. Owing to the onset of the massive infrastructure development plans and urban standard of living, Chennai has emerged as a high-value real estate market. Owing to the close communication of residential zones with the commercial zones, the property rates in Chennai are not only skyrocketing but it has also made the real estate market a niche segment where competition is cutthroat. Compelled by the challenging aura of the segment, Arun plunged into the real estate industry to carve his unique identity as an exceptional leader by the virtue of his prior experience across the construction business. Determined and passionate about being unique in whatever work he does, it is his passion that motivated him to start his own venture - 'Ramkamal Property Developers.' Defining royal luxury in an explicit sense, Arun is enabling the customers with the experience of a melodious mixture of unparalleled elegance and practical comfort through Ramkamal Property Developers.

Below is an excerpt of Arun's interview with CEO Insights.

Define Ramkamal Property Developers as an organization and its position in the market? What is the unique proposition that makes you stand apart from your competitors?

Equipped with a dedicated team of professionals who are committed to

presenting unique projects at prime locations at an affordable price and uncompromised quality, we strive hard to achieve the utmost customer satisfaction. We feel that this factor is very important to make any business successful in the long run. Offering unique amenities at an affordable price in every project that we have delivered so far, we have positioned ourselves as a modern luxury housing developer in the real estate segment. We believe that the homes we build should complement the lifestyle preference of our valuable customers.

“ We believe that maintaining a strong relationship with our customers will help us to maintain our topmost position in the market ”

Elaborate on the journey of Ramkamal Property Developers since its inception. Share a glimpse of the strategies implemented by you at present to augment the growth of the organization.

Our journey has been incredible so far. We owe this success to our excellent team of professionals who are committed to delivering their best in all the projects they work in. The feedback and the appreciation that we receive from our customers keep us motivated to serve them better. Apart from ensuring the best of amenities and uncompromised quality in all the projects that we deliver; we also maintain an exclusive relationship with every customer and our management team is always on their toes to address their queries. We believe that maintaining a strong relationship with our customers will help us to maintain our topmost position in the market.

Share some of your professional milestones that bestowed you with utmost satisfaction.

An important milestone was when all the units in our first project were booked during its launch. Since then, in every project, we were able to sell all the units even before the Bhoomi pooja and I would see this achievement as a reflection of the

quality that we deliver. All the customers trust us for our commitment towards delivering the best quality in all our projects.

Every time I experience satisfaction as an individual and as an entrepreneur when I get excellent reviews from my customers and their relatives. In every location, our projects have become the talk of the town for their uniqueness and it is also a significant milestone for me.

The latest milestone which I am glad about is being recognized as one of the top 10 leading real estate leaders in Chennai by CEO Insights Magazine.

What upcoming changes in market behavior are you anticipating? How are you gearing up for it?

The real estate market is doing significantly well and is expected to grow exponentially in the upcoming months. Although we had expected a drop in sales of apartments during the COVID pandemic, the buyer's market proved us wrong. In fact, the sales were very good during this period. So, in view of that, we look forward to starting new projects in various locations as we have many customers who are in the pipeline to buy from us once we launch the new projects.

What will be your advice for the budding entrepreneurs of this domain?

I just follow three mantras in my business life and will advise the same. Maintain a strong relationship with the customers, never compromise on the quality of the projects and always stay committed to what you promise during the project delivery. I feel every budding entrepreneur will become successful in their business if they follow these three mantras along with hard work.

Arun Kumar, Founder & Managing Partner, Ramkamal Property Developers

As a B.E (Civil) engineer who graduated from SRM university in the year 2007, Arun is honing his professional skills by learning from every single project he has been associated with so far, and he believes this trait of his to be the reason behind his emergence as a successful entrepreneur at present.