

# **CW** CONSTRUCTION WORLD

₹200 September 2024 • Vol.26 No.12

*India's Largest Circulated Construction Business Magazine*

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INTERACTION

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# Charting New Horizons in Urban Real Estate

- **Subhakar Rao Surapaneni**, Chairman, Champion Infratech

Champion Infratech with an expansive portfolio spanning residential, commercial and infrastructure development seeks to redefine the real estate [RE] landscape in India. **Subhakar Rao Surapaneni, Chairman, Champion Infratech** shares the company's trailblazing journey right from inception in 2003 till date and expansion plans to revolutionise India's luxury RE by creating 100+ Smart Lagoon Cities. Excerpts:

## What is Champion Infratech's most notable achievement in 2023?

In 2023, Champion Infratech made a landmark stride by launching India's very first Lagoon project. This development signifies a major leap in merging urban living with the tranquility of beach-like environments. Our innovative approach integrates luxurious lagoon amenities into city settings, setting new standards for residential experiences. This milestone represents the culmination of years of strategic planning and highlights our dedication to reshaping the real



**Subhakar Rao Surapaneni, Chairman, Champion Infratech.**

estate landscape. It marks the beginning of our ambitious plan to deploy over 100 Lagoon projects across India over the next decade, which we believe will set new benchmarks for both lifestyle and investment opportunities in real estate.

## Which leaders or figures have

## inspired you in your career and why?

I draw inspiration from a range of exceptional leaders who have made transformative impacts in their fields. Jitu Virwani, for his remarkable expansion of the real estate sector; Narayana Murthy, whose philanthropic approach to business and wealth is truly



admirable; Fernando Fischmann, whose innovations in water technology have revolutionised how we think about water-based environments; and Indra Nooyi, whose journey from humble beginnings to leading a global corporation is incredibly motivating. Their visionary leadership, innovative spirit, and commitment to excellence continue to inspire me and drive my efforts to push the boundaries of what's possible at Champion Infratech.

### What are the company's key strategic goals for the near future?

Our key strategic goal is the nationwide expansion of our Lagoon projects. We are set to launch over 100 of these developments throughout India in the next decade. This ambitious initiative aims to integrate the luxurious experience of beach living into urban settings, providing exclusive and immersive lifestyle options for residents. We are focused on translating our visionary concepts into reality, enhancing the quality of life for communities, and delivering substantial value to investors and stakeholders. This expansion reflects our commitment to innovation and sustainable development in the real estate sector.

### What aspects of your company's corporate culture are you most proud of?

I am particularly proud of our dynamic and inclusive corporate culture. At Champion Infratech, we cultivate an environment that values rapid learning, adaptability, and continuous growth. We view challenges as opportunities for advancement and encourage all team members to contribute their ideas and insights. Our culture



supports long-term development, with many employees advancing from entry-level positions to leadership roles within the company. This internal progression and dedication reflect the strength and cohesion of our team, and it is a testament to the supportive and innovative culture we have built.

### How do you envision the future of the real estate industry evolving?

The future of the real estate industry in India is incredibly promising. We are on the cusp of significant growth, driven by urbanisation, advancements in infrastructure and government initiatives like the 'Smart Cities Mission' and 'Housing for All'. The sector is increasingly embracing technology and sustainability, leading to more efficient and eco-friendly development practices. As consumer preferences shift towards experiential and value-driven living options, the demand for innovative real estate projects

will rise. We are well-positioned to navigate these trends and contribute to shaping the future of the industry with our expertise and global partnerships.

### What advice would you give to upcoming professionals and peers in the real estate sector?

For those entering the real estate industry, I advise focusing on continuous learning and staying abreast of technological advancements with a strong emphasis on sustainability. The industry is evolving rapidly, and adapting to new technologies and practices is crucial for maintaining a competitive edge. By investing in your education and embracing innovative solutions, you can enhance your effectiveness and drive success in your career. A commitment to sustainability and forward-thinking approaches will be essential for making a meaningful impact and achieving long-term success in the real estate sector.

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