

BRICK BY BRICK

The first-generation realtors in the city have begun passing the baton to their scions. Besides getting age-old lessons from their families to carry the business legacy forward, these fresh faces are open to new ideas and are equipped with latest technologies and brand-building skills to stay ahead of others

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They will be responsible for the change in the skyline of the City of Joy in the near future. Some of them studied abroad while a few have worked for MNCs before joining their family businesses. After being hand held by their seniors during their nascent years, these budding realtors are taking giant strides to keep the legacy intact. Real estate is passing through a golden period as sales are at an all-time high. The state, as a whole, has seen the maximum number of project launches in the past 18 months. The biggest demand driver, according to newbies in business, is the sentiment and the preference for larger homes. Most family-run realty outfits, thus, are in for a change in leadership.



HOUSING FOR ALL

When Eden Realty chairman Sachchidanand Rai had entered the world of brick and mortar at the beginning of the century, he saw only a few small-scale projects being launched across the city. The concept of large-format housing was taking shape during that phase. There were hardly any branding, advertising or marketing strategies involved. "As my sons are tech-savvy and conversant in modern architectural creations and faster construction techniques, I had no hesitation in handing over the reign to them. I am proved right," said Rai.



Arya Sumant



Kumar Satyaki

Today, both his sons — **Arya Sumant** and **Kumar Satyaki** — are leading the company as the MD and joint director respectively.

"We have strived to create a very optimistic and positive environment to foster growth and progress. We want to be the only choice of every person wanting to buy their first home," said Sumant, who strongly believes in the vision of 'Housing for all'.

Satyaki feels that the combination of a major sales boost and the scope for increasing construction cost has opened doors for innovations, especially in the super affordable and super luxury categories.



I realised that I would do well only if I go for large format housing as I had confidence of being able to raise investments. As my sons are tech-savvy, I had no hesitation in handing over the reign to them. I am proved right

Sachchidanand Rai | CHAIRMAN, EDEN REALTY



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