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Business Today

September 29, 2024 ₹200

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THE REINVENTION OF DIAGEO INDIA

WHAT DID HINA NAGARAJAN DO
RIGHT TO TURN AROUND THE
₹26,000-CRORE ALCOBEV COMPANY?

**HINA
NAGARAJAN,**
MD & CEO,
DIAGEO INDIA



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RUSTOM
KERAWALLA

JATINDER PAUL
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INSPIRING INDIAN LEADERS

Ramji Subramaniam: Transforming Dreams into Reality for First-Time Homebuyers at Sowparnika



Ramji Subramaniam
Founder of Sowparnika Projects

In the dynamic world of real estate, where aspirations often meet daunting challenges, Ramji Subramaniam stands out as a beacon of hope for first-time homebuyers. As the founder of Sowparnika Projects, established in 2003, Subramaniam has redefined the industry by focusing on the needs of those stepping into the housing market for the first time.

The rise of Sowparnika Projects is fuelled by Ramji Subramaniam's unwavering commitment to making homeownership accessible, affordable and secure, transforming lives and setting new benchmarks in the real estate sector.

For many first-time homebuyers, the dream of owning a home is often hindered by financial obstacles. Understanding these challenges, Subramaniam crafted a customer-centric approach at Sowparnika. One of the most notable innovations under his leadership is the No Pre-EMI scheme, which allows buyers to postpone EMI payments during the initial years of ownership. This initiative significantly reduces the financial strain on new homeowners, making the transition into homeownership smoother and more attainable.

"We believe in creating opportunities, not just buildings," Subramaniam asserts.

This philosophy is reflected in Sowparnika's flexible payment plans and competitive pricing structures, designed to bring homeownership within reach of a wider audience.

By prioritizing the needs of the buyer, Subramaniam has successfully built a model that is inclusive and supportive, enabling more people to realize their dreams of owning a home.

One of the hallmarks of Subramaniam's leadership is his strategic foresight in choosing project locations. Sowparnika's developments are not just about constructing homes; they are about building communities. By selecting sites with promising infrastructure and connectivity, Subramaniam ensures that each Sowparnika project offers more than just a residence—it offers a lifestyle. These carefully chosen locations are situated in areas poised for growth, making them sound investments for first-time buyers.

Quality is another cornerstone of Subramaniam's vision. Under his guidance, Sowparnika has committed to stringent construction standards and timely project delivery, ensuring that every home is built to last. "Every

home we build is a promise kept," Subramaniam says, underscoring his dedication to delivering homes that are not just structures but sanctuaries for families.

Innovation is not just a buzzword for Subramaniam; it's a driving force behind Sowparnika's success. To make homeownership more accessible, Sowparnika has introduced a range of innovative financing solutions. These options are tailored to reduce the financial barriers typically associated with buying a home, allowing more people to step onto the property ladder.

Moreover, Sowparnika's in-house management of development processes is a testament to Subramaniam's commitment to quality and efficiency. By controlling every aspect of development internally, Sowparnika not only maintains high standards but also ensures cost-efficiency, passing on these benefits to the buyers. This holistic approach guarantees that every home meets the expectations of the modern buyer.

Ramji Subramaniam recognizes the crucial role that residential housing plays in the broader economic landscape of India. He views Sowparnika's mission as part of a larger goal—contributing to India's vision of a \$5 trillion economy. "Our partnership with global majors like Walton Street BlackSoil help us deliver high-quality value homes and timely delivery of apartments to end users in the affordable and mid-income segment," says Subramaniam. This alignment with national priorities, such as the Prime Minister's 'Housing for All' scheme, reflects Subramaniam's commitment to not just building homes, but building the nation.

As Sowparnika continues to grow, Ramji Subramaniam's vision remains the driving force behind its success. His approach—grounded in customer needs, strategic thinking, and innovative solutions—has not only empowered countless first-time homebuyers but has also set new standards in the real estate industry. Looking ahead, Subramaniam's leadership is poised to continue shaping the future of real estate in India, ensuring that the dream of homeownership becomes a reality for many more.