

## Cover Feature



# RECOGNIZING CUSTOMER- CENTRICITY

**ASHISH SARIN**  
CEO, AlphaCorp

**Share with us your views on the roadmap or the outline, which followed in the recent year of 2018-2019 periods, for the infrastructure and construction sector.**

Construction and Infrastructure sector drives the Indian economy. The sector is responsible for pushing India's overall development and has shown substantial growth in the year 2018-2019 with Government initiatives and policies for which ensure time-bound creation of world class development in the country. GRIHA is an ellipsis for Green Rating for Integrated Habitat Assessment which benefits the community at large with the improvement in the environment by reducing GHG (greenhouse gas) emissions, reducing



energy consumption and the stress on natural resources. Flat slab concept/design is another concept which will revolutionize the real estate sector. The reinforced concrete slab supported directly by concrete columns without the use of beams.

**Tell us about your recent recognized projects (e.g your core execution strength and expertise in providing best solutions) / views on the current promising trends of the Industry.**

Alpha International City in Karnal is the recent addition to our repertoire. It epitomizes and provides for holistic living at the scale of a small city. Located in Sectors 28 and 29 in Karnal, midway between Delhi and Chandigarh on NH-1, this 330 acres development promises and delivers an elevated quality of life. The township is designed to cater to the needs of its residents, both basic and aspirational, scaled to a global level. Alpha International City, Karnal is designed in the most modern way to suit the requirements of our customers.

**Share with us your promising management ideas and driving strategies which you are using in your projects?**

The management, is committed to incorporate Quality, Occupational Health & Safety measures in work practices and protect the environment in its real

estate and asset management business by promoting a positive culture by effective implementation of systems that achieve continual improvement in QHSE performance and complying with Quality Management System requirements to ensure quality products and services are delivered to our customers timely with their satisfaction.

**How would you predict the year 2019, along with sharing your business plans for the next 5 years, as the new government is just going to be elected, in order to adapt to the latest policies and norms and remaining competitive in the industry?**

New framework in terms of policies, technology in infrastructural segment will surely encourage the growth of housing in both urban and upcoming areas. With the positive aspects of the reforms in 2018, 2019 has proven to be more vibrant and eventful. 2019 is expected to be strapping in terms of projects and services in housing sector. The sales of real estate properties in the country have risen to 40% in the first three quarters. The Indian Real sector aims to reach \$180 billion by the year 2020. The inspiring/fruitful aspect is that both residential and commercial are expected to have overall rich growth in 2019. Keeping in mind the rising dilemma of air pollution, in the next five years our focus is to develop more green condominiums, providing more sustainable life and green living to our customers. ■

