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ETRECA 2025: Shaping the future of Indian real estate



NEW DELHI: The Economic Times Real Estate Conclave & Awards (ETRECA) 2025 was successfully held on March 11, 2025, at the Hyatt Regency, New Delhi. The event brought together prominent industry leaders, policymakers, and innovators to discuss the evolving landscape of Indian real estate. The conclave opened with keynote addresses from Anand Kumar, chairman, Delhi RERA, and Sanjay R. Bhoosreddy, chairman, Uttar Pradesh RERA, who emphasized regulatory advancements, sustainability initiatives, and the role of technology in enhancing transparency and efficiency in the sector.

Eco-conscious and tech-driven growth in real estate

The first panel focused on sustainability and technology-driven advancements in real estate. Santhosh Kumar, vice chairman, ANAROCK Property Consultants, moderated the discussion, which featured key industry leaders such as Manoj Gaur, chairman, CREDAI National, Getamber Anand, past president, CREDAI National, Rishi Raj, COO, Max Estates, Varun Sharma, founder & MD, MVN Infrastructure and Deepak Kapoor, director, Gulshan Group. The panelists discussed green building materials, PropTech innovations, and how cloud computing is transforming project management. Prakash Tejwani, Founder & CEO, Aurum Analytica, Ankit Gaur, MD, Eins Technik Formwork System elaborated on automation's role in reducing construction timelines and material wastage, leading to lower carbon footprints.

Realty IPOs: Unlocking value or piling risks?

The second panel explored the benefits and risks of real estate IPOs. Industry experts, including Boman Irani, president, CREDAI National & CMD, Keystone Realtors, Pradeep Kumar Aggarwal, chairman & whole-time director, Signature Global India, Murali M, CMD, Shriram Properties, and Jagadish Nangineni, MD, Sobha, debated the impact of market volatility, debt financing alternatives, and investor sentiment. Kamal Singal MD & CEO, Arvind SmartSpaces

and Harshit Batra, founder, Harshit Batra & Associates provided insights on regulatory compliance, litigation risks, and how IPOs influence transparency in real estate governance.

Redefining customer engagement with technology

A fireside chat between Akshay Murthy, regional vice president, Salesforce India and Ajay Nambiar, CSO, M3M India explored how AI and blockchain are reshaping customer interactions in real estate. The discussion highlighted the role of digital platforms in enhancing property discovery, personalized recommendations, and secure transaction management. AI-driven chatbots and analytics were emphasized as key tools in improving customer service and predicting market trends.

REITs and SM REITs: Transforming real estate investment

Chaired by Chaitanya Seth, partner, EY India, this panel examined the growing role of REITs and SM REITs in democratizing real estate investments. Panelists included Abhishek Agrawal, CFO, Embassy Office Parks REIT, Preeti Chheda, CFO, Mindspace Business Parks REIT, Amit Jain, CFO, Brookfield India Real Estate Trust, and Pradeep Misra, chairman & MD, Rudrabhishek Enterprises. The conversation revolved around REITs' potential in retail, warehousing, and mixed-use developments, their role in attracting foreign investments, and strategies to improve investor awareness and participation.

The rising tide: Examining the surge in real estate prices

This critical panel addressed the factors driving property price surges and their implications for homebuyers. Experts like Abhishek Kapoor, CEO, Puravankara, Navin Raheja, chairman, Raheja Developers, Rakesh Reddy, director, Aparna Constructions, and Yash Miglani, MD, Migsun Group weighed in on affordability challenges, shifting buyer preferences, and the potential for price corrections. Govind Rai co-founder & CEO, Insomniacs) and Sanjeev Kumar, VP Sales, VOX India highlighted the role of digital marketing, data analytics, and innovative property designs in sustaining demand amid fluctuating market conditions.

The future of commercial real estate: Flexible workspaces and beyond

The event concluded with a fireside chat on the future of commercial real estate, led by Anurag Mathur, CEO, Savills India. Panelists, including Harsh Lambah, country head, IWG India, Puneet Chandra, founder, Skootr Global, Sanjay Chatrath, co-founder & managing partner, Incuspaze, Manu Dhir, COO, Awfis Space Solutions and Shesh Rao Paplikar, founder & CEO, BHIVE Workspace, discussed the rise of managed office spaces, new leasing models, and hybrid work trends. Mayank Vora, co-founder, Realatte spoke on the impact of AI and digital marketing in optimizing real estate strategies for corporate clients.

The event concluded with the much-anticipated awards ceremony, celebrating excellence in real estate development and innovation.

Following is the winner list:

WINNER

Sr. No. Sub-Category Company Name Project/ Individual Classification

- 1 Project Development/ Management Firm Turner Project Management India WINNER
- 2 Property Consultant of the Year - Residential Justo Realfintech Limited WINNER
- 3 Property Consultant of the Year - Commercial Knight Frank India Private Limited WINNER
- 4 Property Consultant of the Year Justo Realfintech Limited WINNER
- 5 Co-Working Brand of the Year COWRKS India Pvt. Ltd. WINNER
- 6 Co-Living Brand of the Year Curated Living Solutions Pvt Ltd WINNER
- 7 Managed Space Brand of the Year WorkeZ WINNER
- 8 Serviced Space Brand of the Year MyBranch Services WINNER
- 9 Commercial Facility Management CLR Facility Service Private Limited WINNER
- 10 Facility Management Firm of the Year CLR Facility Service Private Limited WINNER
- 11 Proptech Innovation of the Year Agarwal Estates ZeroChaos WINNER
- 12 Implementation of Smart Technology Ascendas Firstspace Development Management Pvt Ltd Wireless Automation System WINNER
- 13 PropTech CRM Solution Manras Technologies Private Limited BuilderOpedia WINNER
- 14 PropTech ERP Solution ADDA.io ADDA ERP - Includes ADDA Community App, ADDA Community ERP & ADDA Visitor Management App WINNER
- 15 AR/VR Excellence in PropTech Convrse.ai Animated VR Tours WINNER
- 16 AI-Revolutionized Proptech of the Year Ecolibrium SmartSense WINNER
- 17 Proptech Emerging Brand of the Year HouseEasy WINNER
- 18 Proptech Brand of the Year NoBroker Technologies Solutions Private Limited WINNER
- 19 Residential Project - Affordable Housing
(Completed: East) Aastha Group Aastha Valley WINNER
- 20 Residential Project - Affordable Housing
(Ongoing: West) Conceptual Advisory Services LLP (Suraksha Group Company) Suraksha Smart City WINNER
- 21 Residential Project - Affordable Housing
(Ongoing: North) Unique Builders Unique Green Meadows WINNER
- 22 Residential Project - Affordable Housing

(Ongoing: South) VIJAY RAJA HOMES PVT LTD VRX 360 WINNER

23.1 Residential Project - Mid Segment

(Completed: East) PS Group Realty Private Limited One 10 (Phase 1 and Phase 2) JOINT WINNER

23.2 Residential Project - Mid Segment

(Completed: East) Signum Windmere JOINT WINNER

24 Residential Project - Mid Segment

(Completed: West) Choice Group & Triaa Housing Goodwill Breeza WINNER

25 Residential Project - Mid Segment

(Completed: South) Sidharth Housing Sidharth Greenwoods WINNER

26 Residential Project - Mid Segment

(Ongoing: East) Eden Realty Ventures Pvt. Ltd. Solaris Shalimar WINNER

27 Residential Project - Mid Segment

(Ongoing: West) Gera Developments Private Limited Gera's Island of Joy WINNER

28 Residential Project - Mid Segment

(Ongoing: North) Mahima Real Estate Private Limited Mahima Palm Springs WINNER

29 Residential Project - Mid Segment

(Ongoing: South) Shriram Properties Private Limited Shriram 122 WINNER

30 Residential Project - High-end

(Ongoing: West) Kolte Patil Developers Limited 24K Manor WINNER

31 Residential Project - High-end

(Ongoing: North) Max Estates Limited Estate 360 WINNER

32 Residential Project - High-end

(Ongoing: South) Sumadhura Infracon Private Limited Sumadhura Palais Royale WINNER

33 Residential Project - Ultra Premium

(Completed: West) Sangini Group Sangini Siddhanta WINNER

34 Residential Project - Ultra Premium

(Completed: North) County Group County 107 WINNER

35 Residential Project - Ultra Premium

(Ongoing: North) TARC Limited TARC Ishva WINNER

36 Residential Project - Ultra Premium

(Ongoing: South) Chaithanya Projects Private Limited Chaithanya Sankhya WINNER

37 Residential Project - Multiple Units

(Ongoing: East) Signum & Jai Vinayak Sampurna WINNER

38 Residential Project - Multiple Units

(Ongoing: West) Smp Namrata Associates Amberwood WINNER

39 Residential Project - Multiple Units

(Ongoing: North) Godrej Properties Limited Godrej Aristocrat WINNER

40 Residential Project - Mixed Use

(Completed: West) Viceroy Properties Viceroy Savana WINNER

41 Residential Project - Mixed Use

(Ongoing: East) Alcove Realty New Kolkata WINNER

42 Residential Project - Township

(Ongoing: East) Shriram Properties Private Limited Shriram Grand City & Sunshine One, Kolkata WINNER

43 Residential Project - Township

(Ongoing: West) Kalpataru Limited KALPATARU PARKCITY WINNER

44 Residential Project - Township

(Ongoing: North) Central Park Estates Central Park Flower Valley WINNER

45 Iconic Project - Residential

(Completed: South) White Lotus Kalpavriksha WINNER

46 Iconic Project - Residential

(Ongoing: East) Avinash Developers Private Limited AVINASH ONE WINNER

47 Iconic Project - Residential

(Ongoing: North) Raheja Developers Limited Navin Minar JOINT WINNER

48 Iconic Project - Residential

(Ongoing: North) DLF Limited ONE Midtown, DLF JOINT WINNER

49 Iconic Project - Residential

(Ongoing: South) Chaithanya Projects Private Limited Chaithanya Sankhya WINNER

50 Residential Project - Theme Based

(Ongoing: East) PS Group Realty Private Limited Vaanya WINNER

51 Residential Project - Theme Based

(Ongoing: West) Gera Developments Private Limited Gera's ChildCentric® Homes WINNER

52 Residential Project - Theme Based

(Ongoing: North) Akshat Apartments Pvt. Ltd. Sawai WINNER

53 Residential Project - Theme Based

(Ongoing: South) Sumadhura Infracon Private Limited Sumadhura Epitome WINNER

54 Residential Project - Villa

(Completed: West) Isprava Estate de Ophelia WINNER

55 Residential Project - Villa

(Ongoing: East) Emami Realty Limited Emami Aastha WINNER

56 Residential Project - Villa

(Ongoing: South) Capstone Life The Midsummer Rain WINNER

57 Plotted Development Project

(Completed: East) Avinash Developers Private Limited AVINASH TWIN CITY WINNER

58 Plotted Development Project

(Completed: North) Experion Developers Experion Virsa WINNER

59 Plotted Development Project

(Completed: South) Assetz Property Group Assetz Earth & Essence WINNER

60 Plotted Development Project

(Ongoing: West) Kalpataru Limited Kalpataru Aria WINNER

61 Senior Living Project of the Year

(Completed: East) Saltee Group The Golden Mile WINNER

62 Senior Living Project of the Year

(Ongoing: West) Ashiana Housing Limited Ashiana Amodh WINNER

63 Commercial Project - Office Building

(Completed: North) Max Estates Limited Max Square WINNER

64 Commercial Project - Office Building

(Completed: South) Sumadhura Infracon Private Limited Sumadhura Capitol Towers WINNER

65 Commercial Project - Office Building

(Ongoing: East) Emami Realty Limited Emami Business Bay WINNER

66 Commercial Project - Retail

(Completed: East) Ambuja Neotia City Centre Patna WINNER

67 Commercial Project - Retail

(Ongoing: North) Trehan IRIS IRIS Broadway - Greno West WINNER

68 Commercial Project - Business / IT Parks

(Completed: West) CapitaLand International Tech Park Pune Kharadi WINNER

69 Commercial Project - Business / IT Parks

(Completed: South) Sattva Group Sattva Knowledge Park WINNER

70 Commercial Project - Business / IT Parks

(Ongoing: South) Mindspace Business Parks REIT Mindspace Madhapur WINNER

71 Environmental Friendly Commercial Project

(West) Mindspace Business Parks REIT Gera Commerzone Kharadi WINNER

72 Environmental Friendly Commercial Project

(South) Keppel Real Estate India Private Limited One Paramount WINNER

73 Commercial Project - Hotels

(Completed: East) Ambuja Neotia Taj Taal Kutir WINNER

74 Commercial Project - Hotels

(Completed: North) Trimurty Builders & Developers Radisson Blu Resort, Kumbhalgarh WINNER

75 Commercial Project - Mixed Use

(Completed: East) Primarc Primarc Square WINNER

76 Commercial Project - Mixed Use

(Completed: North) Elan Group Elan Miracle Mall WINNER

77 Commercial Project - Mixed Use

(Ongoing: East) Orbit Group Orbit Urban Park WINNER

78 Commercial Project - Mixed Use

(Ongoing: West) The Phoenix Mills Ltd Millennium Towers by The Phoenix Mills WINNER

79 Commercial Project - Mixed Use

(Ongoing: North) Trehan IRIS IRIS Broadway - Greno West WINNER

80 Iconic Project - Commercial

(Completed: East) Ambuja Neotia Taj Guras Kutir Resort & Spa WINNER

81 Iconic Project - Commercial

(Completed: West) K Raheja Corp Altimus WINNER

82 Iconic Project - Commercial

(Completed: North) Eldeco Infrastructure & Properties Limited Eldeco Centre WINNER

83 Iconic Project - Commercial

(Completed: South) Tata Realty and Infrastructure Limited Ramanujan Intellion Park WINNER

84 Iconic Project - Commercial

(Ongoing: East) Orbit Group Orbit Urban Park WINNER

85 Iconic Project - Commercial

(Ongoing: West) Chandak Group Chandak Unicorn WINNER

86 Iconic Project - Commercial

(Ongoing: North) Bharti Real Estate Worldmark (Phase 4, 5, 6 & 7) WINNER

87 Iconic Project - Commercial

(Ongoing: South) DLF Cyber City Developers DLF Downtown Chennai WINNER

88 Industrial/Warehousing Project

(Completed: West) Godwitt Construction Soko by Godwitt - Dholasan WINNER

89 Industrial/Warehousing Project

(Ongoing: South) Pragati Warehousing Pvt Ltd Pragati Industrial and Logistics Park, Sriperumbudur WINNER

90 Government and Civic Building Project

(Ongoing: North) Lucknow International Airport Limited New Integrated Terminal Building WINNER

91 Excellence in Creative Design

(Completed: West) Choice Group - Goodwill Projects Goodwill Crescent WINNER

- 92 Property Launch Campaign Birla Estates Silas at Birla Niyaara WINNER
- 93 Integrated Marketing Campaign (360 Degree) Kolte Patil Developers Limited Canvas WINNER
- 94 Excellence in Digital Marketing Realatte Piramal Aranya WINNER
- 95 Festive Marketing Campaign Sumadhura Infracon Private Limited Super Saver Month WINNER
- 96 Excellence in Customer Service Alcove Realty WINNER
- 97.1 Advertising Agency of the Year Realatte Ventures LLP JOINT WINNER
- 97.2 Advertising Agency of the Year Craffords India Private Limited JOINT WINNER
- 98 Residential Project - Developer Century Real Estate Holdings Private Limited WINNER
- 99 Commercial Project - Developer Sattva Group WINNER
- 100 Developer of the Year Signature Global (India) Limited WINNER
- 101 IPC/Consultant of the Year Property First Realty LLP Bhavesh Kothari, Founder and CEO, Property First Realty LLP WINNER
- 102 Young Achiever of the Year Karan Chopra, Chairman & Co-CEO, Table Space WINNER
- 103 Shared Space Person of the Year Jai Kishan Challa, Founder & CEO, Curated Living Solutions Pvt Ltd WINNER
- 104 Facility Management Person of the Year CLR Facility Service Private Limited Gaurav Pathak, Founder & Director, CLR Facility Service Private Limited WINNER
- 105 PropTech Person of the Year Amit Kumar Agarwal, CEO & Co-Founder, NoBroker Technologies Solutions Private Limited WINNER
- 106 Marketer of the Year Keventer Realty Limited B.P. Singh Roy, Additional Director, Keventer Realty Limited WINNER
- 107 Woman Achiever of the Year Binitha Dalal, Founder & Managing Partner at Mt. K Kapital and Key Management Person at Rustomjee WINNER
- 108 Realty Personality of the Year Bharti Real Estate Mr SK Sayal
- 109 Lifetime Achievement of the Year PNC Menon, Founder and Chairman Emeritus, Sobha Group WINNER

JURY SPECIAL MENTIONS

Sr. No. Sub-Category Company Name Project/ Individual Classification

1 Residential Project - High-end

(Completed: North) Ambience Projects and Infrastructure Private Limited Ambience Creacions JURY SPECIAL MENTION

2 Residential Project - High-end

(Completed: South) Capstone Life Flowing Tree JURY SPECIAL MENTION

3 Commercial Project - Hotels

(Completed: West) Della Adventure and Resorts Garden Villa West Wing - Della Resorts JURY SPECIAL MENTION

4 Residential Project - Mixed Use

(Completed: North) Experion Developers Experion Capital JURY SPECIAL MENTION

5 Residential Project - Villa

(Ongoing: South) Good Earth Eco Futures Pvt. Ltd. Good Earth Malhar Motif JURY SPECIAL MENTION

6 Residential Project - High-end

(Ongoing: North) JT+Partners Shalimar Sky Garden JURY SPECIAL MENTION

7 Residential Project - Villa

(Ongoing: West) Kolte Patil Developers Limited 24K Espada JURY SPECIAL MENTION

8 Residential Project - Villa

(Ongoing: East) Purti Realty MERAKI JURY SPECIAL MENTION

9 Iconic Project - Residential

(Completed: West) Viceroy Properties Viceroy Savana JURY SPECIAL MENTION

10 Excellence in Experiential Marketing Campaign Birla Estates Signature tower launch at Birla Niyaara – Silas at Birla Niyaara - For an Acquired taste called life JURY SPECIAL MENTION

11 Residential Project - Developer Assetz Property Group JURY SPECIAL MENTION

12 Facility Management Person of the Year Ashish Chitrode, VP & Country Head Facilities, Simpliwork offices JURY SPECIAL MENTION

13 Young Achiever of the Year Bharti Aggarwal, Director, Signature Global JURY SPECIAL MENTION

#Real Estate #Godrej Properties #DLF #Embassy Group #Puravankara #Sobha Ltd #Shriram Properties