Market

The international economic slow-down between 2008 and 2009 resulted in the collapse of several financial institutions - defined for decades as iconic brands. The ripple effect sent stock markets plunging across the world. The resultant panic impacted virtually every industry. With people badly singed and deferring the decision to make long-term investments, the real-estate segment was severely affected. Prices collapsed and businesses, worldwide, came to a near-complete halt.

Despite its huge stature and financial muscle Unitech, too, suffered a serious reversal but fought back through a calibrated response. The company - the second largest listed real-estate developer in India based on market capitalisation - is involved in construction, development, property management and consultancy services and has made very substantial investments in the hospitality and telecommunications sectors.

The company's strength and goodwill was in evidence when investors gave Unitech a thumbs-up and rallied support around the beleaguered company. Buoyed by this overwhelming response Unitech, using a logical, structured approach rescheduled loans, sold off non-core assets and undertook two rounds of qualified institutional placement (QIP) to bridge the asset-liability gap.

A positive role played by the Government of India, various state governments and the Reserve Bank of India also helped the real-estate segment. The new regime of lower interest rates, a slew of project launches, lowered cost of construction, attractive schemes and an overall improving market sentiment has seen the business revive since March 2009.

Achievements

Not without reason is Unitech one of the country's most respected developers. It earned its stripes in the real-estate business in North Africa and the Middle East more than 30 years ago. But its skills and foresight were best recognised when it spotted opportunities in Gurgaon - then a scrubby and barren wasteland to the South of Delhi. Unitech ignited this desolate place with a number of projects which helped thousands of families fulfil their long-cherished dreams of owning a house.

Since its impressive debut, Unitech has not only helped play a lead role in converting Gurgaon into the 'millennium city' it has also recorded a string of fine achievements - homes, offices, schools, hotels, facility management, recreational parks and golf courses.

In fact, Unitech Cyber Park, regarded by many as India's most modern architectural marvel, is envisaged to become the hub for IT and IT-enabled organisations from around the globe.

Unitech's fine track record and completely ethical business reputation has drawn to its fold a virtual who's who of Indian and multinational industry - Gillette, HP, General Motors, EDS, Asahi India Glass, ICICI, Exxon Mobil, Reebok, Osram, UT Starcom, Remfry and Sagar, Philips, Fidelity Investments, Churchill India, Convergys, Keane, Hewitt, Vertex, Evalueserve, UOP India, Greenfield Online, Royal Bank of Scotland and dozens more have found their premises of choice in Unitech projects.

The truth, today, is that thousands of families live in Unitech built homes, work in Unitech erected offices, drive on Unitech developed roads and highways, stay in Unitech constructed hotels, study in Unitech created schools and unwind at clubs that bear the proud legend, Unitech.

History

Established in 1972 by a group of technocrats, Unitech has over the last three and a half decades emerged as one of the leading business houses in India. It started life as a consultancy firm for soil and foundation engineering.

Within three years, the management realised that there was limited scope in this field. Leveraging that line of business and carrying with them its experiences, Unitech diversified into construction in 1975. In 1978, with the oil boom in the Middle East, Unitech ventured into Iraq and Libya. At its peak, the company had more than 1000 employees working in the Middle East.

1986 was a watershed year for Unitech. It was then that the management realised the slow pace of land development in Delhi was actually impeding growth and stifling its residents. Gurgaon was the big opportunity staring at it. Unitech launched its first residential venture in Gurgaon - South City-1 in 1992. In nearly two decades the company has accomplished several mega projects and spread its focus beyond Gurgaon to also encompass Noida and Greater Noida.

Product

Unitech has so far built more than 100 residential projects, 50 commercial properties, flyovers, highways, airports, schools, hotels and transmission lines. The company is also in the process of building retail and entertainment projects.

Almost 300 companies have offices in Unitech properties and tens of thousands of families are residing in Unitech homes. South City-1 and South City-2 townships, each sprawling over 350 acres are possibly its biggest success stories. Complete with shopping facilities, schools, clubs and other amenities they provide a perfect blend of open spaces, communities and convenient living.

Nirvana, where time truly stands still, is a Rs.1500 crore (US$ 312.50 million) project being developed by Unitech. Spread over 300 acres of unspoiled land in Gurgaon, it is an...
Home for Rs 10 Lakhs onwards

Unitech brings you Unihomes – affordable homes that don't compromise on quality.

Unitech is a leader in residential and commercial projects with a strong presence in Noida, Delhi, Gurgaon, Kolkata, Bangalore, and other major cities in India. Their focus is on creating affordable, well-designed homes for a wide range of buyers.

In the residential space, Unitech has launched The Residences in Mumbai and Vistas at Brahma and Ananda at North Town in Chennai, Uniworld Resorts all located in Gurgaon, Uniworld Gardens II and The Residences at Woodstock Floors at Nirvana Country, Residency Greens, The Palms, Uniworl City, Nirvana Country and Uniworl Gardens, all in Gurgaon and Unitech Heights, Unitech Horizon, Unitech Verve and Unitech Cascades in Greater Noida.

In the commercial space, Unitech has created iconic landmarks such as Signature Towers, Global Business Park, Unitech Business Park, Millennium Plaza, Infocity, Unitech Trade Centre and Unitech Cyber Park.

Recent Developments

The new environment in the real-estate development and the belief that the affordable housing segment was the least affected by the economic down turn, has given Unitech the fillip to focus on it. Unihomes, its low-priced, secure, gated housing project, loaded with amenities has been launched across eight cities offering houses in the price range of between Rs. 10 lacs (US$ 20,830) and Rs. 30 lacs (US$ 62,500).

The other recent project launches are Woodstock Floors at Nirvana Country, Uniworl Gardens II and The Residences at Uniworl Resorts all located in Gurgaon, Brahma and Ananda at North Town in Chennai, The Residences in Mumbai and Vistas at Uniworl City, Kolkata.

In the residential space, Unitech will launch one of its most ambitious projects - Unitech Karma Lakelands - an innovative world-class concept of villas adjoining a golf course. The company has sought the services of one of the world's foremost consultants, RMJM of the UK to provide planning and architectural expertise for this venture. In separate projects Unitech has already started operations in Kolkata and Bangalore and expects to commence work in Chennai, Varanasi, Agra and Chandigarh.

In the amusement park space, Unitech has come up with two world-class amusement parks designed by Forrec, the world's largest architecture firm specialising in such projects. Worlds of Wonder is spread over 150 acres in Worlds of Wonder is spread over 150 acres in Greater Noida. Its other such public facility – Adventure Island, Rohini - spread over 65 acres, is designed to fulfill a long felt need in Delhi.

Unitech has also developed world-class malls, Metro Walk in Rohini and The Great India Place in Noida, that have been stunningly triumphant ventures. Sufficient with success, Unitech expects to have malls in Mumbai, Kolkata, Bangalore, Hyderabad, Chandigarh, Dehradun, Amritsar, Bhopal, Mysore, Mangalore, Lucknow, Kochi, Trivandrum and Siliguri by 2012.

In its bid to cast a bigger foot print on Indian business, Unitech has identified telecommunications as a high-growth sector. Its new company, Unitech W ireless, won licenses in February 2008 to operate telecommunication services in all 22 telecom circles in India. To take this initiative forward Unitech W ireless has entered into a subscription agreement with Telenor Mobile Communications A S of Norway – the seventh-largest mobile operator in the world - and its subsidiary, Telenor Asia Pte. Ltd., Singapore. Telenor has operations in thirteen countries with special expertise in the emerging markets of Thailand, Malaysia and Bangladesh.

Promotion

In its early days Unitech was an aggressive advertiser attempting to build a brand even as it focussed on the task of selling a project. As the brand developed people began to gravitate towards it and selling became easier. However, with the launch of Unihomes, Unitech now has the task of reaching a new audience segment. As a result, it launched a holistic media campaign reaching several consumer touch points through press, television, cinema and outdoor. It also used the reach of the web and new media services, especially for the tech-savvy new generation.

Brand Values

Traditionally real estate in India has always been viewed as fragmented, unorganised and a somewhat difficult-to-deal-with sector. Unitech changed the value systems and emerged as a brand recognised for its principled way of functioning.

www.unitechgroup.com

Things you didn't know about Unitech

- Unitech is India's second largest listed real-estate company in terms of market capitalisation
- Unitech had operations in Iraq and Libya and at its peak had more than 1000 employees working in the Middle East
- Unitech was one of the first companies in the real-estate business to be ISO 9001:2000 certified