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GIVING LIFE TO **IDEAS**

MR ASHOK KULARIA, MANAGING DIRECTOR, ANJ GROUP HAS BEEN CONTRIBUTING INDISPENSABLY TO THE REAL ESTATE SECTOR WITH HIS FAR-SIGHTED VISION AND INDOMITABLE WILL SO, WE SPEAK TO HIM TO KNOW MORE ABOUT HIS VOYAGE!

What motivated you to foray into design & building solutions? How has the journey been like? The journey has been very exciting. ANJ Group has evolved from a General Contracting firm into an Architectural Design & turnkey contracts firm that specializes in Design & Building solutions across architectural, corporate interiors, hospitality,



Industrial & Institutional verticals matching a shift in business paradigm. Clients were looking for end-to-end solutions under one roof and that's what we've been able to integrate and deliver. With an in-house team of Designers, Project Managers & MEP Engineers as well as a large skilled execution team, we have added value to the best of global brands. ANJ has been in the industry for over 35 years and we have successfully executed over 50 million sq. ft. through 1500+ projects across 60 cities in India. We have a pan India presence across major metros and have set up ANJ's overseas operations in Hong Kong through a Design Studio. We have also built a one of its kind; state of the art manufacturing facility in Mumbai.

Tell us about your role as the Managing Director of ANJ Group?

I oversee project execution completely at ANJ. Ensuring timely delivery with the highest standards of quality and safety for my clients and my team is my number one priority. My team has always considered me as more of a colleague and a confidante rather than a boss. In the same way, I have always looked at myself as a worker at ANJ and that is the work culture that has always been encouraged at ANJ. Everyone's a worker yet a boss at the same time at the company.

What are the various services that ANJ Group has to offer? What makes it a notch higher than the rest?

ANJ Group has been offering world-class services

under Architectural Design, corporate interiors, hospitality, industrial and institutional verticals pan India for over 35 years. We are the market leaders in the turnkey interior fit-out industry, our projects and work style has made us the most preferred partner in the business today. We are one of the very few companies in India with an in-house design team coupled with experienced project managers & MEP engineers and a future-ready, state-of-the-art factory in Mumbai. At ANJ, we work with industry-leading technology, high-end German manufacturing machinery and best-in-class equipment on-site. Our company strives to deliver a perfect blend of aesthetics, ergonomics and productivity at workplaces. We also have a design studio in Hong Kong with an equally uber-creative Design team working on some of the biggest projects in the APAC region. At ANJ Group, we believe in giving life to ideas, keeping design concepts and functionality at the core of everything we do, which has made us stand out by delivering winning projects time and again. Brands like Google, Apple, Amazon, Facebook, Mastercard, Morgan Stanley, Goldman Sachs, Cisco, Johnson and Johnson, Infosys, Accenture, Nvidia, Tata Motors, Aditya Birla group, Citi Group, Cadbury and so many others rely on our expertise for their workspace needs. The culture of excellence here has been cultivated over time by always what sets us apart is that we are one of the very few companies with end-to-end capabilities for providing Design & Build solutions giving us much more control on quality, a timeline and cost parameters compared to others who outsource most functions. And we are always competing against our previous projects to do better.

What is your success mantra?

Have a vision, nurture the idea and go all out to execute. Don't give up on your dreams. A most important thing to remember and practice is that nothing comes without hard work and patience. ANJ's motto, 'Giving Life to Ideas' is the way to sure shot success. If you have an idea and you strongly believe in it, pursue it, all guns blazing.

How do you envision the ANJ Group five years from now?

There is a huge opportunity in the years to come in the Design & Build space and we wish to position ourselves on top of client's mind in that space by continuing to bring innovative, groundbreaking concepts and design for our clients. We are looking to grow our business in the India market as well as globally and we are actively working towards expanding our footprint across key markets. We've been fortunate to have worked with the best of hospitality & corporate clients across sectors and the future promises ample opportunity across verticals for our services. ■

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