



ICONIC

PRESTIGE GROUP

MILLIONS OF SQUARE FEET AND STILL GROWING

As on date, the company has completed more than 210 projects covering over 80 million sft of space. The company has 53 ongoing projects covering 54 million sft and 35 upcoming projects aggregating to 48 million sft of world-class real estate across asset classes. As much as Bengaluru bets on Prestige, Prestige, too, bets on Bengaluru with 85% of its portfolio standing on home turf. The company has over 160 properties in Bengaluru alone. In recent years, it has expanded its footprint to Chennai, Goa, Hyderabad, Kochi, Mangaluru and Mysore.

Prestige Acropolis is one of Bengaluru's first luxury residential developments. Forum Mall is Bengaluru's first and most successful retail mall. Prestige Shantiniketan is the city's first wholly

integrated township project. The Collection, UB City, built-in partnership with the UB Group, is South India's first luxury mall. Prestige Bluechip Tech Park in Koramangala was among the first of its kind and was built in the early 2000s. Today the Prestige Tech Park, with an offering of six million square feet is among the largest in the city. The group also has huge spaces occupied by a single tenant, like the Cessna Business Park where Cisco occupies 3.5 million square feet. The company also has tie-ups with world-class hospitality brands like the Hilton-Conrad, Sheraton, Marriott. And the list goes on...

BUILDING TRUST OVER SPACE

Almost 30 years ago, two brothers – Irfan and Rezwan Razack – dared to moved away from the family's well-established retail business to create their own space. Today, what then might have been frowned upon as a break from tradition, is a company worth a couple of billion dollars. That, in short, is the story of the Prestige Group, India's second-largest developer, which is credited with redefining Bengaluru's skyline. The group's turnover is today INR 4862 crores.

As you drive through the streets of Bengaluru – the city where Prestige was born in 1986, witnessed an unprecedented growth and is today headquartered – you will find the Falcon dotting the landscape. The mighty Falcon, which is the icon of the Prestige Group, has now come to be associated with world-class infrastructure, trust and quality.



BANKING ON TRUST

But more than all the space that it has created, the group's most significant achievement, perhaps, has been to convert the real estate industry from one that was treated with suspicion to one that commands trust. As Irfan Razack, the group's Chairman and Managing Director, himself says: "In the past, real estate was treated with a considerable amount of suspicion and apprehension by the wider public due to the lack of regulatory oversight and a large number of unscrupulous developers who often took buyers' money and either delivered poor quality final products or, in many unfortunate circumstances, failed to deliver at all. The industry was crying out for ethical, dependable and transparent developers and I am proud to say that Prestige was at the forefront of that revolution and set many benchmarks."

This ability to build a trust-based relationship with all stakeholders – be they, buyers, architects, suppliers or employees – has enabled the group to become an industry leader. Trust, combined with ethics and high-quality infrastructure at affordable prices has become the hallmark of business at Prestige. The group's core value is based on the 7 Cs concept – Comprehensive, Capable, Competent, Consistent, Credible, Cost Effective and Confidence. Today, more than the land bank in its possession, the group's highest performing asset is the customer's faith in its ability to deliver what is promised.



QUANTUM LEAPS

- Won FIABCI World Prix d'Excellence Award in 2016
- The only CRISIL DA1 rated Developer in India
- Awarded the financial rating of A+ by ICRA

