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PROFILE **AWARD WINNERS**



Construction Women Of The Year

NAHAR GROUP

Ms. Manju Yagnik (Vice Chairperson)

"Business acumen is about backing a vision with strategic planning." This is what Ms. Yagnik strongly believes in. Known for a diligent work ethics, energetic and dynamic nature, ever approachable attitude and her dedication towards work; Ms. Manju Yagnik excels in maintaining her work and personal life balance. She plays a leading role in envisioning and formulating the Group's strategies. With a vision and keen understanding of the dynamic market trends, and her passion for planning and marketing various projects; Ms. Yagnik leads a strong team of professionals with a mission of delivering premium value to all stakeholders.

With her vision & business acumen, which saw the metamorphosis of Nahar Group from a two player team into a professional organization with more than 100 strong professionals associated with the company. She is also the guiding force behind the Group's sustained and profitable growth. Following Mr. Sukhraj Nahar's dreams and the hard work of Ms. Yagnik, Nahar Group has been able to anticipate and develop outstanding residential, commercial and industrial properties that can go beyond expectations.

Ms. Yagnik has been associated with Nahar Group for over two decades. After completing her graduation from Kurukshetra University, she decided to use her skills in a profession that was challenging but yet matched her passion. She entered the real estate industry by joining the Nahar Group. Creating unique land spaces, coming up with unique initiatives for consumers, understanding consumer behavior, being a decision maker, managing people, she has been a part of every activity in this group since then.

She has been personally involved in every planning, land acquisition, construction, landscaping, marketing, vendor negotiations right up to community building initiatives for all projects. Her core expertise lies in product development and marketing strategies. Her dynamism reflects in process-oriented approach and the flexibility in project planning by leveraging her understanding of the changing market scenarios. In order to match the demand of the modern, globally conscious consumer, she has played a vital role in bringing an essence of style and luxury of international standards to the projects developed by the group.

Aware that the Indian consumer has evolved into a global consumer and this paradigm shift necessitates a transformation in the mindset and thus the product offerings, Ms. Manu Yagnik has planned Nahar's Amrit Shakti with an objective to bring home luxuries offered by projects acclaimed globally.

At work, Ms. Yagnik takes time to inspire, encourage and motivate her team. Ms. Yagnik says, "The first step towards inspiring excellence is to build a workplace, which encourages everyone to express their views and opinions openly". She adds, "It is important to create an environment where employees can experiment, innovate, make mistakes and focus on the learning that comes out of initiatives. Here, it is also important to provide regular and timely feedback on areas of improvement. Lastly, we as leaders are expected to walk the talk and exhibit personal excellence before expecting our team mates to strive for the same."

