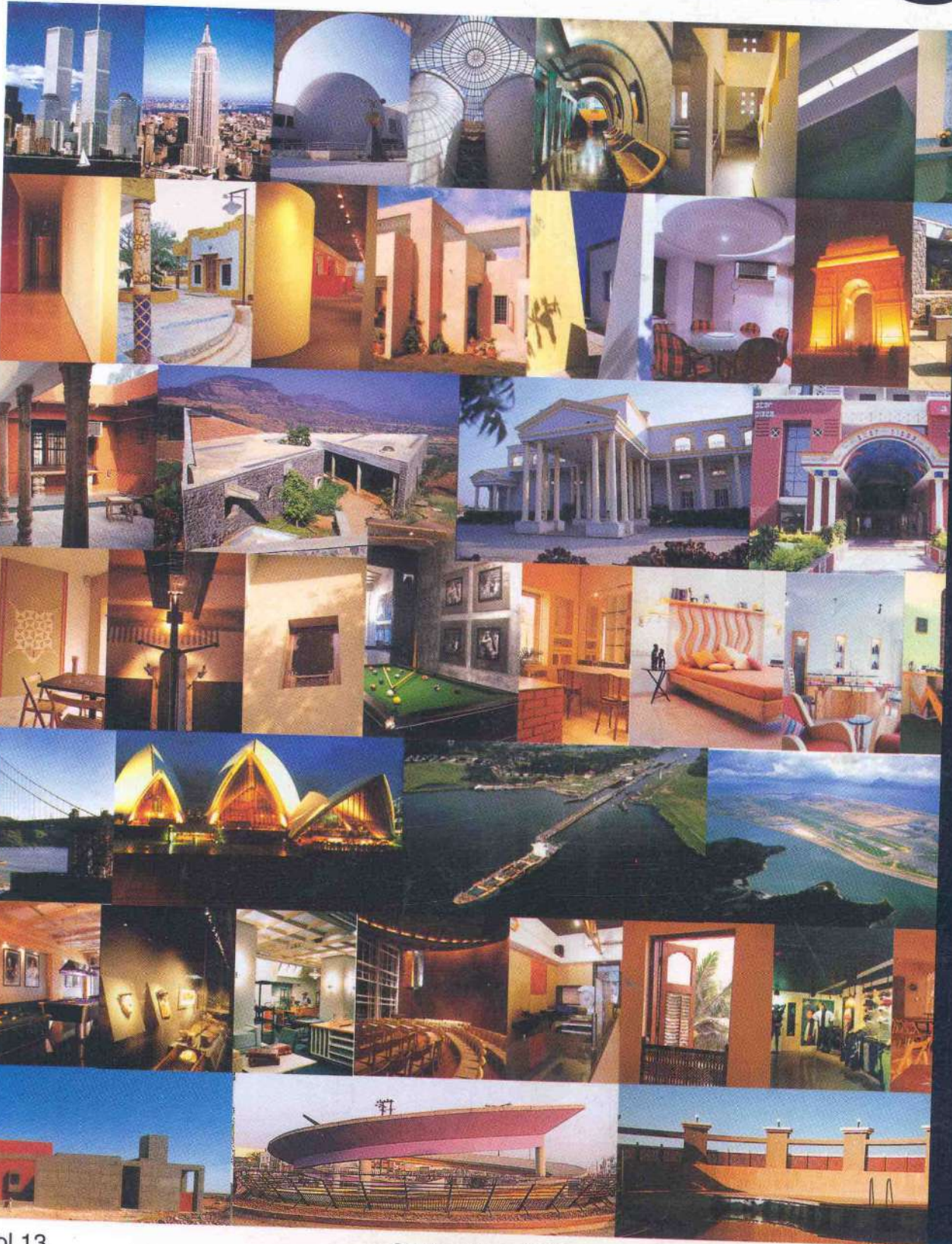


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Delhi

DLF Universal





Owing its inception, to the cause of providing shelter to the millions rendered homeless during partition, DLF Universal today is one of the largest names in the building industry. The company philosophy fits in completely with the corporate image. Prithvinath, spokesperson for the organisation elaborates, "The customer is our *raison d'être*. Our's is not merely a buyer seller relationship. It is a partnership for mutual prosperity. All our actions must pass the litmus test of customer satisfaction. DLF was incorporated to fulfill a basic need of the customer — the need to have a roof over his head. After the partition, millions had been rendered homeless and therefore, demand considerably outstripped supply. We nonetheless never forgot that we owe our existence to the customer. And the years that have followed have seen us expand and emerge as a major corporate group."

DLF has always concentrated on real estate development and building in Delhi. A sudden increase in the population of the city from seven to fourteen million called for the creation of several new townships. Those were the days when private real estate developers were still allowed to acquire and develop land within Delhi. DLF has to its name the development of areas like Krishna Nagar in the east of Delhi, Model Town in the north, Greater Kailash and South Extension in the south — a combination of residential and commercial development.

The 1960-75 period witnessed the ban of private land acquisition in Delhi. DLF concentrated on Gurgaon subsequently. Gurgaon

represented enormous potential, as it was 30km from Delhi and therefore falling within the Delhi Metropolitan Area and was well connected to the capital city by major arterial roads and the NH8. The Haryana Regulations and Development of Urban Areas Act, 1975, introduced a new public-private partnership model of land acquisition and development in Haryana. Also, falling in with the policy recommendation of 'decongesting Delhi' and developing the DMA towns, Gurgaon was a good option both in terms of profits as well as development. DLF, currently, is almost completely concentrating its activities in Gurgaon.

A landmark township project, the DLF City in Gurgaon, has been conceptualised as the largest luxury condominium township project in Asia, when completed would house a population of 2.5 to 3 lakhs over an area of about 3000 acres. The whole township project is divided into five smaller phases, comprising an agglomeration of residential, commercial and luxury development along with all the necessary and related social as well as physical infrastructure. Except for depending on the State Urban Development Authority for external services that connects DLF city to the rest of the Gurgaon city system, the internal infrastructure and services is completely handled by DLF itself. This includes everything from water supply, electricity and sewerage systems to schools, community centres, etc. The maintenance function too is carried out completely by DLF.

PRESTIGIOUS PROJECTS

Completed Projects

(within DLF City)

- The Corporate Park
- The Plaza Tower
- The Beverley Park

Upcoming

- DLF Golk Links



- 16. Plaza Tower.
- 17. Internal roads at Silver Oaks.
- 18. DLF Corporate Park in Phase III of Outab Enclave.

Mumbai

Hiranandani
Constructions
Pvt Ltd



Started over a decade and a half ago, the group led by brothers Niranjan and Surendra Hiranadani, is today identifiable with quality 'lifestyle' housing and commercial enterprises in Mumbai. 'Housing with an accent on community development' is the group philosophy and their activities comprise housing, commercial, horticulture and education projects. Surendra Hiranandani elaborates, "Creation of an environment conducive to community development going a step beyond mere aesthetic buildings is our guiding philosophy."

The organisation first gained recognition with its Versova Beach Project. Commenting about their experiences as novices Surendra Hiranandani comments, "Architects are usually self-indulgent when it comes to design and the failure of cities like Brasilia reveal how theory is not always realised into something tangible. Our initial interaction with structural engineers and architects was an eye-opener. We were quite disappointed with the resultant quality of construction and decided that we had to educate ourselves on its logistics. We are now developing a fully-equipped studio to effectively translate architecture drawings, save up on time required in their correction and updating. Working within a timeframe is as important; work on Colgate House with an area of about 1,65,000sq ft was completed in 11.5 months. We have also developed and cultivated over four acres of flora at Powai, much more than what the so called 'environmentalists' engage in."

Hiranadani Gardens, a landmark township development project in Powai, encompasses over 250 acres of prime land. Additional facilities include a school, college, hospital, recreational spaces and also corporate headquarters for multi-national organisations like Chemtex, Bayer, Fedex and Colgate. Recreational spaces include two clubhouses, 'Galleria', a shopping arcade with 200 shops, a park encompassing about four acres, a family entertainment centre with the first go-karting



track in India, a mini-golf course and a simulated rock climbing facility.

To emphasise the essence on quality housing, each apartment has been provided with concealed copper plumbing systems, wide-angled windows with anodised frames, anti-termite treatment and electrical systems with concealed copper wiring.

The organisation has also incorporated a mass afforestation programme with over five lakh trees and shrubs. Generating its own resources, is a water recycling plant with a capacity of 1.0 lakh litres/hr that supplements the water requirements. The organisation presently owns 1500 acres of land and has oncoming parallel development projects at Thane, Dahisar and Kharghar (Navi Mumbai).

PRESTIGIOUS PROJECTS

Completed

- Samarth Nagar
Nine residential buildings built between 1982-85.
- Versova Beach Project
Two residential buildings built in the period 1984-87.

Upcoming - Residential

- Thane
- Navi Mumbai
- Dahisar

21. Buildings at Hiranandani designed for heat insulation and water seepage protection. 22&23. A complete view of Hiranandani Gardens, a 350-acre township that overlooks Powai Lake.

