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## **Japanese FDI firm, Developer Group announces its entry into Punjab**

**Ludhiana, April 09, 2015:** Continuing with the tremendous success of their maiden project Oakvalley at Visakhapatnam, Developer Group, the first ever Japanese investor promoted real estate Company in India is now entering the Punjab market in a big way through the commercial hub, Ludhiana as its epicenter.

Developer Group is backed by leading Japanese corporates and institutions that have allied with Indian professionals of the highest calibre with in-depth knowledge of customer insight, project assessment as well as risk management expertise. The group is focused on introducing contemporary practices into the real estate market with professionalism, transparency, ethics and reliability.

Speaking on the occasion Mr. Rahul Mehta, President & Managing Director of Developer Group said, “We, at Developer Group feel that Punjab has a strong unfulfilled demand awaiting quality products at the right price. We are committed to fill this vacuum by introducing world class products keeping Indian price sensitivity in mind”

Talking about their Punjab plans, Mr. Mehta said, “We will launch at least two projects in a year’s time in Punjab of which the first will be in Ludhiana. It is our endeavor to use innovative Japanese technology and construction expertise to ensure that we can deliver our projects by optimizing costs and quality for Indian markets.”,

Developer Group is committed to bringing in new practices and new ways of thinking in an industry that impacts the lives of millions and the way society evolves. It strives to be a socially responsible company leading the housing industry, providing the highest quality homes at an affordable price and everlasting comfort.

Earlier in November 2014, Tama Home, Japan had announced their joint venture with Developer Group. Tama Home, a leading Japanese realty company, brings a set of globally recognized and efficient methods of realty development to this partnership. The company has arguably built more homes than any other organization in Japan and has annual sales over Rs. 10,000 crores and builds 10,000 homes a year.

Mr. Takeshi Ando of Tama Home said, “India has tremendous potential for growth in housing. We have found an ideal collaborator in Developer Group and are confident that the right blend of Indian professional values and cutting edge Japanese technology will raise the bar for the Indian market.

While elaborating on Developer Group’s plans, Akinari Tokuyama, CIO/CFO of Developer Group said, “Buoyed by the tremendous success of its first residential project, Oakvalley at Visakhapatnam, the company is planning a pan India footprint. Consolidating its position, Developer Group is focusing on newer markets and will be coming up with a major residential project in Chennai, shortly, too.”

In the initial phase, Developer Group’s focus will be on residential projects only but it intends to look at commercial & retail projects and building Smarter Smart integrated industrial cities with Japanese & other international leading edge consortium parties with whom discussions are being finalised.