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Could you shed us some light on ACE GROUP's success story so far?

We started Ace with a very realistic approach of serving the consumer with a better lifestyle. While I used the term 'better' it covers all aspects like luxury, amenities, comfort and safety. We also envisioned the potential of Noida and Greater Noida and it proved out fairly well for us. Our first launch was in Greater Noida by the name 'Ace Platinum' and it paved the path for future developments. In recent years we have delivered some of the finest developments in Noida and Greater Noida. Our projects of the trust and brand value created by our past projects.

In the next two years, what are the two trends that will define the future of the industry?

All markets follow basic supply and demand economic principles. We've seen the current real estate/construction boom play out in the past. The construction industry is recovering post pandemic and steady income level as well as work from home culture is motivating people to invest in luxurious

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apartments. Facilities available in residential complexes such as swimming pool, club house, gyms etc are influencing buyers' decision during purchase of new home. End users are aspiring for bigger units of the same bedroom configuration, with bigger balconies and common spaces. We have understood as people are spending more and more time at their houses, with family and friends, they are looking for bigger living spaces in the condominiums. The trend of house parties has grown extensively in the last 2 years and now the residents also look forward to having luxuries such as jacuzzi or terrace gardens in their balconies.

Name us any two challenging projects executed till date which really tested the efficiency of the entire ACE GROUP team and how did you manage it?

Our projects are more of an aspiration to us rather than a challenge. We aspire to complete them on time without compromising on quality. One case which I remember is when we launched Ace Golfshire in sector 150 Noida it was unexplored geography with only a couple of developers building 2 projects. Though we firmly believed that sector 150 had a strong potential to become a luxury lifestyle destination, it took some time for the public, in general, to accept. So, completing a luxurious project like Golfshire and making it the first sold-out project of sector 150 was a challenge which we rather enjoyed.

What future plans and expansion do you envisage in the next 2 years down the line?

We have always thrived to become the choicest real estate developer. Now we are expanding our presence in geographies beyond Noida and Greater Noida. Our new project Ace Palm Floors

is an integrated township offering residential plots and low-rise homes in sector 89-90 Gurugram. We have announced our arrival on the other shore of the NCR and would like to add the word "North" and say choicest real estate developer of the North in the next couple of years. In the near future we have lined up 1 commercial and 3 residential projects in Delhi and NCR.

How do you see the Formwork Shuttering technology in India? Have you used it in any of your projects? If yes, kindly give us your thoughts on this and also share with the project's photographs and its brief.

Advanced formwork is made of strong and sturdy aluminium components that has great strength, durability, simple to install, adaptable and is used in the construction of residential units and mass housing projects. We had been discussing the formwork shuttering since the beginning of our very first project and truthfully, we were a bit reluctant in adopting the technology at first. After attending various meetings, which advised about the speed of construction, quality of finish achieved and most importantly the sturdiness and im-permeability of the structure, we consented to use it in our all new projects. We have been using formwork technology from S-Form, a South Korean brand. Formwork shuttering posed some initial challenges such as training the Engineers, contractors and the labour



in the beginning but post completion of the first cycle of casting, all work went smoothly.

How do you see precast technology in India? Have you used precast in any of your projects, if yes, which precast company and kindly give your thoughts on this and also share with the project photographs and its brief.

We are using precast technology at one of our residential projects in Greater Noida. The company operating for the same is Bharat Construction Company. Advantages that we have experienced include swiftness to work with producing good quality finishes. The downsides to it is that it is expensive in comparison to the other ongoing techniques (like aluminium shuttering) and the availability of the skilled professionals to handle.

There is an enormous pool of construction and architectural products available in the market. What would you say is trending at the moment in terms of material and quality?

There are perpetual improvements in the materials as well introduction of latest construction materials is happening in the industry every month. In our projects, we always keep a delicate balance of the timeless materials such as stone, wood and the latest offerings and trends. At Ace, we make sure to use the best building material and fixtures possible, making sure of their quality with both internal and third-party testing.

- Bathroom and Sanitary ware : Grohe, Roca, Duravit, Jaguar
- Building Materials and solutions:
 - ✓ Steel : RKS, Electrosteel, Rathi, TATA
 - ✓ Hardware and Fittings: Godrej, Link, Harrison, Garg
 - ✓ Electrical Wires and Cables: Polycab, Havels
 - ✓ Switch and MCBs: LeGrand, Havels, Anchor
 - ✓ Road finishing: Granite Stone Cobbles (150 x 150 x 80MM THK), Paveespania (cement pavers 70 MM THK)
- Doors and Windows: UPVC Windows and sliders with 6MM toughened glass. Encraft, Aluplast
- Lifts and Elevators: Mitsubishi Electric, Thyssenkrupp, OTIS
- Paints and Coatings: Asian, Jotun, Berger
- Cements: Ultratech, ACC
- PVC and cPVC pipes: Astral, Supreme, Ashiravad