

THE IRAN WAR IMPACT
MUMBAI'S INFRA MAKEOVER

WEIGHT LOSS
SPECIAL

IPL'S GLOBAL POWERPLAY
LAKSHYA'S SENSATIONAL RUN

BRAND CONNECT

PRICE ₹ 200
APRIL 17, 2026

INDIA Forbes

Vikrant Shrotriya,
Novo Nordisk India

Winslow
Tucker,
Eli Lilly India

Kirti Ganorkar,
Sun Pharma

THE FAT IS IN THE FIRE

With the end of the Ozempic patent, where is India's mad dash for weight-loss drugs headed?

Achin Gupta,
Cipla

Network 18 www.forbesindia.com



Mr. Ajay Chaudhary: Architect of a New Urban Real Estate Paradigm

At the helm of iconic projects blending innovative design, sustainability, and long-term value in Delhi-NCR.

Mr. Ajay Chaudhary, Founder, Chairman, and Managing Director of ACE Group, stands at the forefront of a new era in real estate. With a steadfast focus on innovation, sustainability, and infrastructure-driven growth, he is redefining the contours of modern urban living while shaping the evolving skyline of Delhi-NCR.

Founded in 2010, Ace Group has rapidly established itself as a formidable presence in the National Capital Region's real estate landscape, beginning with its landmark project, Ace Platinum in Greater Noida. Over the years, the company has delivered more than 18 million square feet of built-up space, while an additional 32+ million square feet remains under active development underscoring the scale and ambition of its growth trajectory.

A Portfolio Reflecting His Perspective

The ingenious leadership of Mr. Ajay Chaudhary finds powerful expression in Ace Group's impressive portfolio a collection of landmark residential and commercial developments that blend innovation, functionality, and human-centric design. Signature luxury residences such as Ace Golfshire and Ace Parkway in Sector 150, Noida,

along with the recently completed Ace Starlit in Sector 152, redefine modern living with thoughtfully integrated sports and wellness amenities. In Greater Noida West, Ace Divino and Ace Han'ei offer a perfect balance of aesthetic elegance, everyday convenience, and refined luxury, crafted for today's evolving lifestyle aspirations. These residences are more than just homes they are experiences designed for future-ready living. Pioneering projects like Ace City and Ace Aspire also played a pivotal role in establishing the brand's early foothold, setting the tone for the company's enduring success in the region of Greater Noida West.

Ace Palm Floors, a low-rise residential township in Gurgaon, reflects a thoughtful approach to urban living, offering well-crafted homes set amidst expansive green spaces and carefully curated community amenities. On the commercial front, developments such as Ace Medley Avenue, Ace Capitol, and Ace 153 in Noida exemplify next-generation business environments designed to cater to the evolving demands of a dynamic, fast-paced corporate landscape.

Expanding its footprint along the high-growth Yamuna Expressway corridor, Ace Group continues to strengthen its focus on infrastructure-led development while capitalizing on the region's rising investment appeal. Among its initial developments in this corridor, Ace Terra stands out as a premium residential project, while Ace YXP represents a dynamic commercial development both reflecting the company's forward-looking vision and contributing to the area's emergence as a hub for integrated urban growth.

Further strengthening this presence, large-scale integrated townships are being envisioned to offer a well-rounded lifestyle, combining modern infrastructure, thoughtful planning, and everyday urban conveniences into a seamless living experience. A 100-acre township, brings together key developments such as Ace Acreville residential plots, Ace Verde, premium residential apartments offering intelligently designed living spaces that reflect contemporary sensibilities and Ace Hive offering business suites that are set to be professionally managed by Sarovar Hotels, adding a layer of hospitality-led sophistication. Similarly, a 68-acre integrated township offering Ace Estate residential plots and includes Ace Edit - a vibrant commercial destination for a new-age, experience-driven workforce that also offers luxury studio suites for a seamless live-work lifestyle.

Strategically positioned near the Buddh International Circuit and key infrastructure developments such as the Noida International Airport, Film City, and Olympic City, these projects bring together refined design, expansive green spaces, and strong long-term investment potential.

