

THE












TRIDHAATU

STORY



TRIDHaATU[®]
Realty & Infra Pvt. Ltd.



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PHILOSOPHY

Tridhaatu as an organisation has been dedicated to offer a richer consumer experience over the years. This is driven by accountability to our customers and a philosophy of open dialogue. Every initiative is an opportunity to remain consumer oriented through our commitment to transparency, design, quality and innovation. Our future goals are shaped on these pillars of our core organisational philosophy.

VISION & MISSION

Tridhaatu aims to become the most reliable, respected and professionally managed real estate company which builds world-class projects and indeed, a lifelong relationship with all its customers, partners and stakeholders.

The company's mission is to continuously innovate and create the best properties in harmony with the social and environmental context, by providing the best quality and value to its customers.



THE PHILOSOPHY OF TRANSPARENCY

When people contemplate to buy a home, it is paramount for them to have a trusted partner in the journey. We believe that a home is not a material asset but a treasure chest of memories that shouldn't be measured in square feet. It is in fact the epitome of the priceless virtues of freedom, happiness & contentment. The cumbersome process of documentation, payments, permissions, etc. generates anxiety for a lot of home buyers. We believe that by ensuring complete transparency during the entire journey – right from enquiry to registration to possession and even thereafter is what sets us apart from our competitors.

At Tridhaatu, clarity and openness are the pillars of our relationships. We aim to keep the home buyers updated on every milestone thereby ensuring their peace of mind.





THE DETAILS MAKE THE DESIGN

Tridhaatu homes are designed meticulously by top-notch architects. A lot of emphasis is placed on maximum utilisable planned spaces for the user. With intelligently designed spaces and flamboyant elevations, Tridhaatu projects exude a sense of premiumness and class. Rigorous checks are conducted to ensure that only the best quality output is delivered. Our designs always aim to redefine the idea of space through new age aesthetics. Tridhaatu lays emphasis on open spaces, green zones and natural lighting, hence making the idea of living more vibrant than ever.

THE RESULT OF INTELLIGENT EFFORT - QUALITY

When it comes to quality, there's only one way to it - with perfection. Tridhaatu firmly plants its belief in this approach and strives for it continuously. Stringent processes are in place to ensure optimum quality throughout. Starting from the selection of material, multiple quality checks at every stage, until handing over the possession to the customer, quality becomes our foremost priority. We have a dedicated quality department responsible for meeting every quality standard. We conduct 58 stages of checks, focusing only on quality and design. It's a mandate for the architects to deliver the best for our every project. Tridhaatu additionally entails a comprehensive third party quality audit at different stages of construction leaving no stone unturned.



GREEN CHAPTERS

At Tridhaatu, our philosophy has been to always create living spaces in confluence with the surroundings and so our projects include carefully planned green initiatives. Our team works hard to ensure appropriate measures are taken to implement these initiatives, which include effective rainwater harvesting & rehabilitating or replanting trees wherever possible. Also to make sure enough water is available, bore wells act as the secondary water source at almost all of our sites. We make it a point to not waste a single drop of water. This is how, at every possible juncture, we adopt the 'green' way to create sustainable habitats for our customers.





A RELATIONSHIP FOR LIFE - TRIDHAATU PLUS

We value our relationship with the customers and believe that our role does not end with handing over the possession. This has inspired us to start Tridhaatu Plus - for servicing customer needs after the handover. Under Tridhaatu Plus, a host of empaneled utilities and reliable options are available to the customers. Listening to our customers, trying to better our standards, and making the whole experience seamless and beneficial, is the goal of this service. It drives us to stay committed to our customers far beyond regular expectations.



BUILDING NEIGHBOURHOODS

Our idea of perfect living includes, not just a great home but also an equally great neighbourhood. This has motivated us to initiate three programmes - Tridhaatu Protsaahan, Tridhaatu Sanskruti and Tridhaatu Sanrakshan.

Protsaahan aims to encourage a healthy lifestyle and at the same time acts as a pedestal for uplifting the lesser popular sports & sportspersons.

Sanskriti upholds and promotes Indian culture and arts. In this age of western influences, it is very important to maintain the essence of our roots, our culture.

Sanrakshan propagates the protection of our environment through awareness drives and initiatives / programs, urging people to become more responsible towards nature.

Tridhaatu strives to uplift its neighbourhoods with a mix of everything that's positive and motivating.



THE PASSION TO INNOVATE

Innovation has always defined brand Tridhaatu. It's not just an exercise but a culture within us. And it has been recognised and rewarded from time to time, thereby motivating us even more. The idea of becoming an approachable entity that devotes its attention to customer needs, promoting clear communication and feedback, is an innovation in itself. Right from creating the first 'Butterfly Park' in a residential complex of Mumbai to a bird rehabilitation program to building green neighbourhoods, is something that can only come with a strong commitment to our vision.



OUR EMPLOYEES

We understand that this industry needs a fresh approach, a refined outlook. Our employees are a part of our capital – an asset that ensures optimum delivery. A set of professionals from diverse backgrounds, allow us to adopt a unique approach towards our business. We don't consider ourselves to be a real estate company, that makes concrete structures but a company that provides a superior occupier experience – a company that believes in building neighbourhoods. The process of understanding and responding to consumer needs with scientific research and tracking trends to anticipate future patterns and adhering to them is incorporated throughout the hierarchy. Thanks to the like-minded associates at all levels of our organisation, we are continuously moving ahead to make our vision a reality.

A work environment in line with our vision of integrity and value delivery ensures that every employee understands and appreciates his responsibility. Exciting work helps performance beyond the job profile and our policies reinforce our culture.

We have a similar approach towards our business partners. Our business partners are not supplementary to our core model, but are an integral part of the project delivery. We pride in our ability to forge long term partnerships with all stakeholders and chart our growth together with them.



THE MANAGEMENT TEAM

A strong team of leaders can take the organisation to the next level. The management team at Tridhaatu is constantly guiding the company to reach for its vision. Each member of the management team brings along rich experience, expertise and goodwill, which helps Tridhaatu to always stay a step ahead and to develop a strong bond with all its stakeholders & partners.

Mr. Dhananjay Sandu | Co-founder & Managing Director

Dhananjay is a Chartered Accountant. However, he is naturally inclined towards the nuances and technicalities of construction. Driven by his passion and flair for the intricacies of Engineering & Planning, aptly supported by his vast experience in the real estate field, he brings the much required expertise to the team in all our projects.

Mr. Pritam Chivukula | Co-founder & Director

Pritam is a business graduate from Symbiosis, Pune, having previously worked with Kotak Mahindra, Standard Chartered Bank and a USD 500 million Private Equity fund. He has also worked for Colliers International, as the National Director of the Investment Sales & Retail Services vertical. He brings in expertise in marketing, business development and corporate governance.

Mr. Krishnan Govind Muthukumar | Co-founder & Director

Krishnan, a business graduate from SP Jain, Mumbai, has ample real estate finance experience on complex deal structures and brings along his expertise in redevelopment projects. He serves as a Director of TwentyFirst Century Management Services Limited, which is engaged in the business of investing in capital and debt instruments. He previously headed Monarch Catalyst Pvt. Ltd.



Mr. Dhananjay Sandu

Co-founder & Managing Director



Mr. Pritam Chivukula

Co-founder & Director



Mr. Krishnan Govind Muthukumar

Co-founder & Director

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