



**RUCHIRA GROUP**  
*Beyond Innovation*

# About Us

Certified with ISO 10002:2014, Ruchira Group is a visionary, innovative and efficiency driven real estate development firm. With Residential Housing, Commercial and Office Space segments, Turnkey projects for big corporates along with Infrastructure Projects, the group follows the philosophy of creating incomparable value and an enhanced happiness quotient for the customer. This is achieved by making them proud owners of best quality assets at the most affordable cost.

The organisation aims to create a niche for itself in the industry by delivering projects with unmatched eminence, client services as well as the telecommunication and construction technologies to make life simpler, safer and securer. With its credo of “Trust, Transparency & Technology”, the organisation plies its journey towards Excellence.

At Ruchira Group, we take pride in our uncompromising engagement for quality assurance, efficiency and creating a legacy. We invest in spearheading innovation through empowerment, optimism and social responsibility.

# Organisation Philosophy

## VISION

Catering to the majority segment in the urban and sub-urban areas, we follow our vision of providing cost effective residential solutions to our clients. With an intention of providing luxurious lifestyle we incorporate technology and energy systems in our residential and commercial projects.

## MISSION

Our mission is to revolutionise the Real Estate Sector, for which we are dedicated to creating maximum value for our stakeholders. To achieve this, we leverage cutting edge technology, innovative thinking based breakthrough development and process approach and competence of best in class suppliers, partners and technology providers.

## VALUES

Trust

Transparency

Ethics

Integrity

Respect

Innovation

Discipline

# Group Companies





# WHY WE'RE DIFFERENT

## CLOSE THE GAP

Our product makes consumer lives easier, and no other product on the market offers the same features in the segment.

Be it technology or material used from tiles to fixtures and fitting we believe in using only the best brands available and transferring the warranties to the end user. With that being said, the costs added from these brands is never loaded on to the customers, rather managed by us.

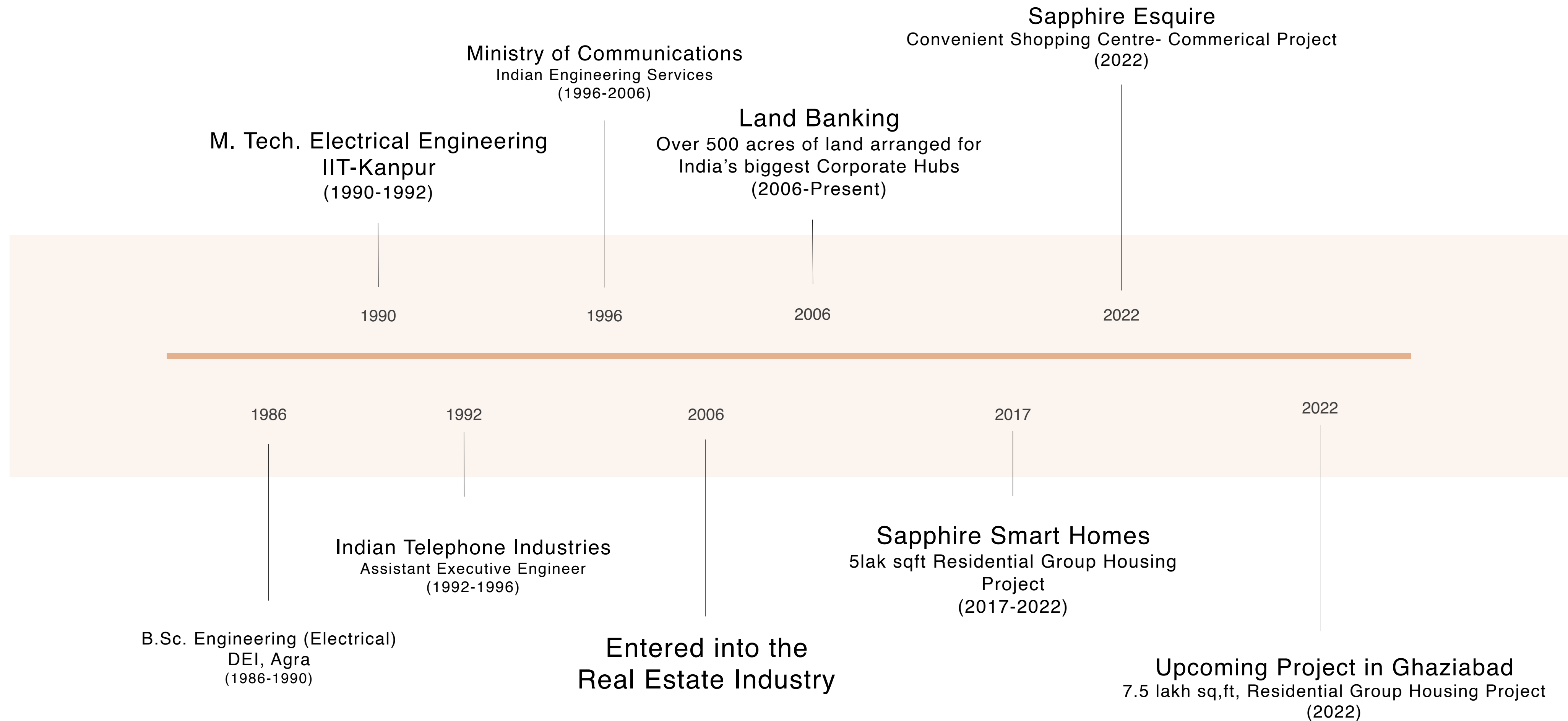
## TARGET AUDIENCE

Our target audience is relatively un-orthodox, between the age of 25-40, highly educated and tech savvy.

## EASY TO USE

Simple designs that give customers the targeted experience they need.

# JOURNEY



# Leadership



**Mr. Rajeev Kumar Gupta**  
Chairman and Managing Director

An IIT-Kanpur alumnus, family man, humanitarian and a real estate visionary, Mr. Rajeev Kumar Gupta, the Chairman of the Group is a man on many missions. Mr. Gupta has set out to put his experience as an engineer and as a senior official at the Ministry of Telecommunications, Govt. of India, into the real estate industry as a revolutionary developer.

With a vision of creating next generation homes that are easy on the pocket and tech lofty, the idea is to uplift the Indian lifestyles. Deliver quality, promote transparency, make technology a part of the everyday life and stir up the real estate sector.



# Leadership



**Mr. Rajeev Kumar Gupta**  
Chairman and Managing Director

## PROFESSIONAL PROFILE

Mr. Rajeev Gupta is a qualified Electrical and Communications Engineer with over 35 years of experience in varied areas as Electronic Telephone Exchange Manufacturing, Spectrum Management, Radio Regulations, Development of Commercial and residential housing buildings as well as land banking.

## EDUCATION & CAREER

Schooling (9<sup>th</sup> to 12<sup>th</sup> Standard)

Government Inter College, Agra  
(1982-1986)

B. Tech (Electrical Engineering)

D.E.I. Agra (1986-1990)

M. Tech (Electrical Engineering)

IIT- Kanpur  
(1990-1992)

Started Career as Assistant Executive Engineer in Indian Telephones Industries in April 1992 and got selected in Indian Engineering Services -1994 batch. To pursue his mission for returning back to the society, he took a strategic step and resigned from the Indian Engineering Services in January 2006.



# Leadership



**Mr. Rajeev Kumar Gupta**  
Chairman and Managing Director

Joined (Wireless Planning and Coordination Wing an Autonomous body for Spectrum Management under Ministry of Telecom, Government of India) in the June of 1996, where he worked on many assignments with the International Telecom Union (ITU- a United Nations Telecom wing). Mr. Gupta then resigned in Jan 2006.

**Since 2006**, Mr. Gupta is working in the Real Estate Industry with following main areas:

- Starting with Strategic land banking for Corporates like as HCL Corporation Ltd, HCL Technologies Ltd, HCL Infosystems Ltd, Redington India Ltd, Mr. Gupta consolidated more than 400 acres land for the HCL Group of Companies and Redington India.
- Further proceeded into small scale development of the consolidated land banks, work such as Land Upliftment, Levelling, building of Internal Roads and Boundary walls was experienced upon.
- This experience was then used for construction of independent buildings and Commercial along with Office Spaces varying from 20,000 to 60,000 sq.ft. of built-up areas.
- Cost effective Development for Group Housing & Residential projects was then embarked upon.

Now developing the true smart yet affordable housing through technical innovations, Mr. Gupta is set out to start the offer of possession for Sapphire Smart Homes.



# Leadership



**Mr. Rajeev Kumar Gupta**  
Chairman and Managing Director

## **RAJEEV GUPTA FOUNDATION:**

Founded with a vision to put the rural talent in the mainstream of the society.

## **MISSION OF RAJEEV GUPTA FOUNDATION**

**NURTURING A NEW GENERATION OF LEADERS:** The charitable trust is working relentlessly to promote talented, poor, rural students. The children are provided the best care, education, food, clothing and state of the art accommodation.

**LENDING A HAND TO THE NEEDY:** The trust helps establish, run and maintain orphanages, asylums, homes for the poor, child welfare centres, and homes for widows, elderly and the poor.

**PROMOTING SCIENCE, ARTS, MONUMENTS:** Grant of aids to institutions working on promoting science, research, literature, music, drama, fine arts and preservation of monuments.

**REVITALISING PUBLIC SPACES:** The trust grants aid and helps in establishment and maintenance of gardens, parks, sports clubs, and gymnasiums for general public.

# Leadership



**Ms. Ruchira Gupta**  
Chief Operations Officer

Born entrepreneur and Miami University, U.S.A alumnus, with a bachelors in Mechanical and Manufacturing Engineering, Ms. Ruchira Gupta is an insightful and ingenious young visionary. Ms. Gupta began her career as a Research Analyst for Kaviac Inc., a commercial Vacuum Cleaning company where she successfully provided with solutions to expand their business to a whole new sector of Medical Hospitality. Her thorough research, management skills and an eye for improvement have also contributed to the corporations like Starbucks.

With a passion for growth, an avidly creative perspective and having travelled over 25 countries, Ms. Gupta aims to bring her International exposure to the Indian Real Estate sector to ease the lives of the new generation.

Bearing a mission of carrying the vision of the firm, Ms. Gupta is now serving as a COO of the group with the intention of carrying the legacy forward with the same passion, commission and attachment that Mr. Gupta does.



# Leadership

## EDUCATION & CAREER

Schooling (9<sup>th</sup> to 12<sup>th</sup> Standard)

Delhi Public School, Greater Noida, U.P.

(2012-2016)

B.Sc- Mechanical and Manufacturing Engineering

Miami University, Ohio, U.S.A

Started Career as Student Design Engineer at Kaviac Inc.- a Hamilton, Ohio based Vacuum cleaner firm. At Kaivac, Ms. Gupta contributed to the expansion of their cleaning solutions from noisy Airports to quieter Hospitals.

- Joined as a Student Manager at Starbucks Corporation, where she contributed to the management of the employees and overall working of a Coffee House in the city of Oxford, Ohio.

- Promoted to Student Researcher and Analyst by Starbucks Corporation for her breakthrough innovation in Plastic material alternatives, Ms. Gupta served as an asset in helping the firm get closer to their target of eliminating plastics straws globally.

- Recipient of the Innovation Award at Miami University for groundbreaking expansion of Kaivac Inc.

- Published in an article by Key Bank, Cleveland, for her strong views on management of COVID-19 and a complete analysis of country-wide successes.



**Ms. Ruchira Gupta**  
Chief Operations Officer

## MEET THE TEAM



**L.R. PARMAR**  
Additional General Manager-  
Projects



**RAJA BANSAL**  
Manager- Projects



**NARESH SHARMA**  
Manager- Accounts



**RAJESH SHARMA**  
Manager- MEP



**RAHUL YADAV**  
Manager- Sales and  
Marketing



# Land Banking for Corporates



NH91, Tehsil Dadri, Gautam Buddha Nagar,  
Greater Noida, U.P.- 201314  
**Land Area : Approx.. 05 Acres**



IT Plot No-2C, Sector-126, Noida Distt.  
Gautam Budh Nagar, Uttar Pradesh  
**Land Area : Approx.. 1.5 Acres**



Tehsil-Sikandrabad, District-Bulandshahr,  
Dulhera, Uttar Pradesh 203203  
**Land Area : Approx. 60 Acres**



Village and Post: Suraincha  
Tehsil: **Sidhauli**, District: Sitapur  
**Land Area : Approx. 50 Acres**



Smart Warehouse for Reddington  
Ghaziabad, Uttar Pradesh 203203  
**Land Area : Approx. 22 Acres**



Tehsil- **Sikandrabad, Dehat**,  
Uttar Pradesh 203203  
**Land Area : Approx. 10 Acres**



Mehtab Nagar, Tehsil Sikandrabad,  
Distt Buland Shahr, Uttar Pradesh 203203  
**Land Area : Approx. 25 Acres**



# Commercial Projects

2012



2015



With over 20,000 sq.ft. of built up office space, Ruchira Group's former head office, B-20 was designed to house over 3 professional giants at a time. The business centre is located in the magnetic hub of Noida's Industrial sector, giving it the synonymity with opulence. On the other hand Claier, located in the commercial and residential centre of Noida, is designed to be the triumph of corporate success. The building offers 60,000 sq.ft. of corporal space, equipped with a double basement and 14 floors consisting of a vast glass exterior front that magnifies its presence from miles away.



# Philanthropic Services

Ruchira Group firmly believes in giving back to society in such a way that it brings transformational impact in the life of needy, underprivileged and economically challenged segment of society. The group carries these philanthropic services under “**Rajeev Gupta Foundation**”.

## Key Projects

### Main Bhi Kalam

Mr. Gupta being someone who completed majority of his education through scholarships, always wanted to give back to the society that helped him become who he is today. With the scheme, the group is actively supporting the lesser privileged and economically challenged, extraordinary and talented Primary School and Engineering Students students from Rural areas by sponsoring their education for both, primary as well as engineering graduation education.

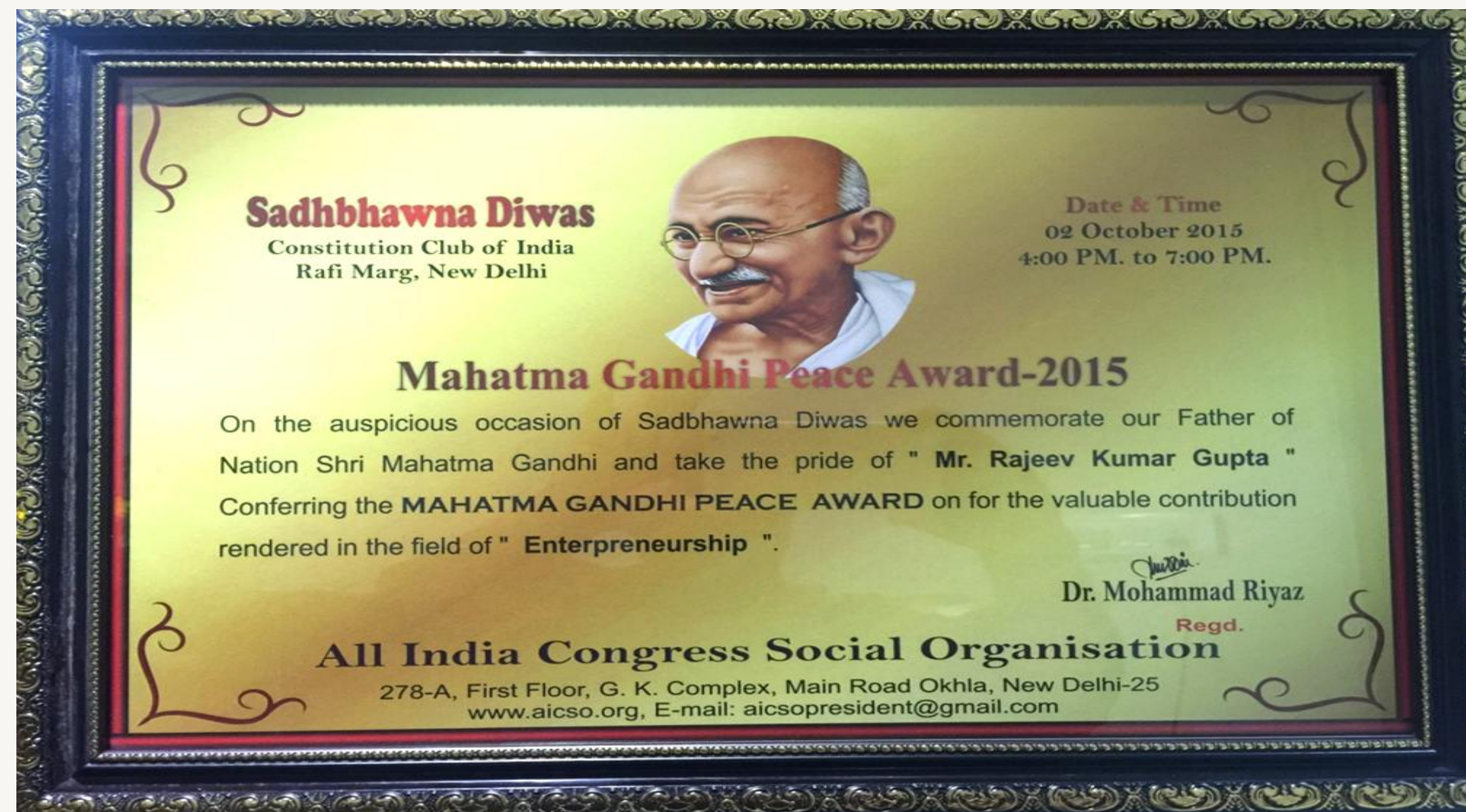
### Celebrity Fundraisers

In order to increase funds, awareness and resources for our social cause, the group leverages magnetic charm and fame of celebrities by engaging them in awareness events. With the idea of transforming more lives in a positive manner, the group recently organised a Fundraising Night by inviting Mr Johny Lever and other famous personalities from the entertainment industry. The event gained a huge success and was attended by many known names from the national capital, New Delhi and its neighbouring areas.





# Awards and Achievements



Mr Rajeev Kumar Gupta received appreciation and acknowledgement from society through conferment of the prestigious **Mahatma Gandhi Peace Award, for the year 2015**

Embarking an excellence in his field of proficiency, Mr. Gupta served as a Foreign Delegate at multiple conferences held in France and Korea, representing India on an International level, during his time at the Ministry of Telecommunications.

Through a clear mindset, Ruchira Group's association with HCL lead to an award winning Career Development Centre for the young and bright students. The CDC was awarded with the title of "Best Career Development Centre of the year 2010".



Ongoing Project



# SAPPHIRE

## SMART HOMES

UPRERAPRJ5703

Funded by:

**SWAMIH Investment Fund-1**

Managed by














# Sapphire Smart Homes

Powered by Artificial Intelligence and Funded by SWAMIH Investment Fund, Managed by SBICAP Ventures Ltd., Sapphire Smart Homes are designed to bring the epitome of luxury blended with technology and lifestyle, home to the budget segment. The Artificial Intelligence is imported from Ghent, Belgium provided by world's finest Domotics company- Teletask Domotics. These Smart homes are designed to dedicate maximum value for their stakeholders.

## Features

-  Cloud based home automation system that can be operated from anywhere in the world
-  Voice automated technology, a home that listens to your needs
-  RFID Touch less / Smart Lifts
-  100% Power Backup for absolute comfort
-  Provision for all basic necessities like dish TV, Fibre to Home, Split A/C, Ready Gas Pipeline
-  2/3 Side open apartments with high end specification
-  Improved Drainage system- angled balcony floor for a seamless water drainage without hassle
-  High-tech elegant Lift Lobby with motion sensor lights
-  Dedicated Stilt Lobby waiting area for visitors

## Landscape Amenities

- Lift Lobby and Entrance
- Water Cascade
- Green Area
- Surface Car Parking
- Badminton Court
- Splash Pool
- Flower Bed
- Ramp to Basement
- Approach Road
- Trellis Walkway

## Rooftop Amenities

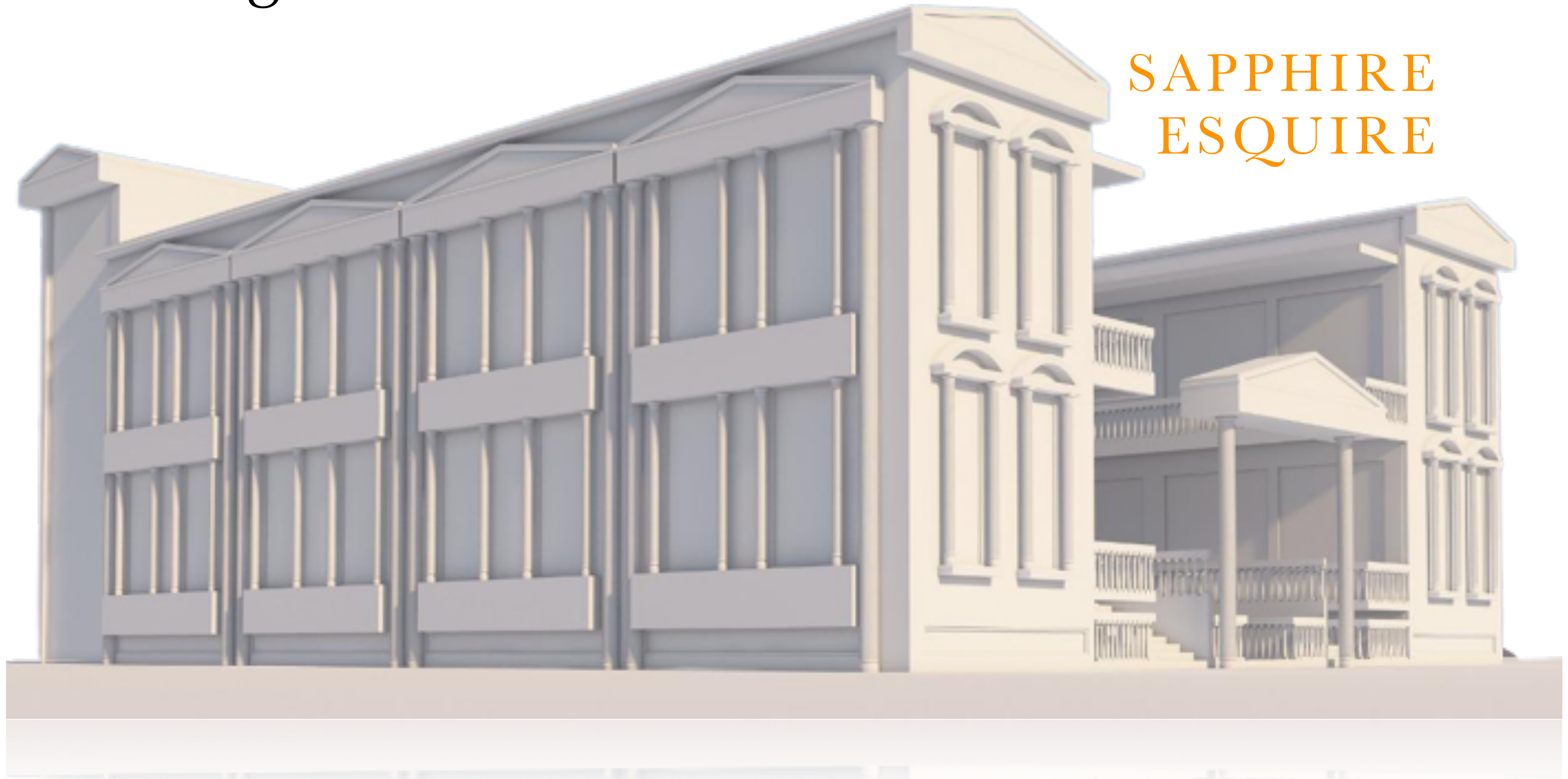
- Exterior Glass Partition for Maximum Sun Exposure
- Fully Equipped Gym
- Rooftop Juicery
- Rooftop Library
- Yoga and Pilates Room
- 10,000 Sq.Ft. of Open Luxury, Ambient Sitting and Relaxation Space

With a back to back fund support and management from the SWAMIH Investment Fund-1, Sapphire Smart Homes picked up an extraordinary construction speed of achieving 20 floors each in both of its residential towers, along with its non-tower area, totaling to an area of over 5,00,000 sq.ft. within a span of 14 months.



Launching Soon

SAPPHIRE  
ESQUIRE

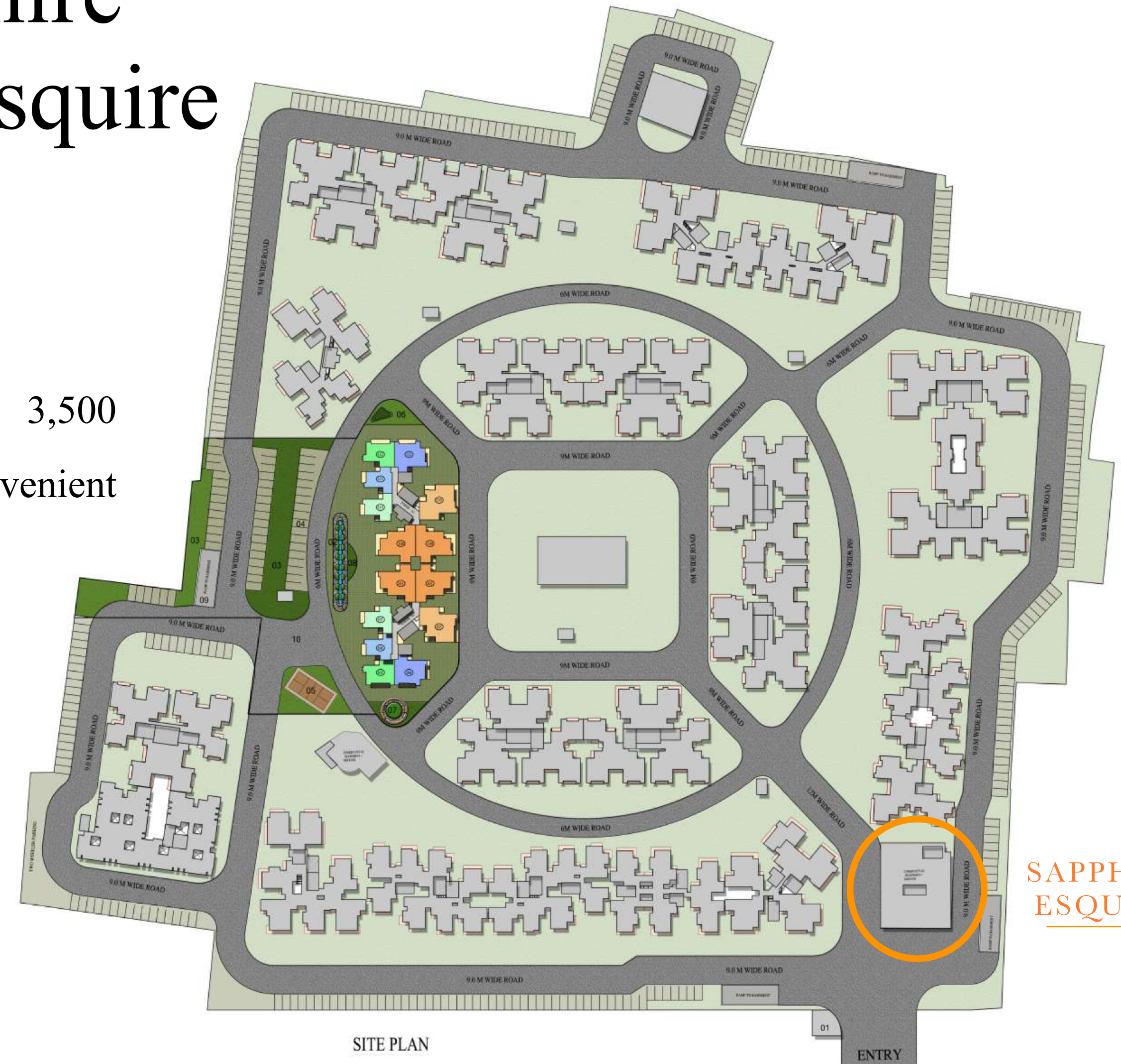




# Sapphire Esquire

Located at entrance of the township that comprises of over 3,500 apartments, Sapphire Esquire is a unique and very profitable convenient shopping centre for the residents of Jaipuria Sunrise Township.

With 55 shops to offer, about 300 sq.ft. each, the commercial project is 3 side open for easy access to it's customers and will be set to serve over 14,000 customers, all located within the radius of 20 acres.





# Upcoming Project

Located on the 14-lane Delhi-Meerut Expressway, our upcoming project is only 30 minutes from the centre of the National Capital, New Delhi. With backing to the Group's vision, these homes will also be well equipped with the latest Artificial Intelligence technology along with all the interior finishes such as tiles, sliding glass doors, CP fittings, etc. of the top- notch make.

Consisting of 2 and 3 BHK units, this project is designed to cater to the young and dynamic, working class families, and in alignment with our mission, these homes will deliver quality that has never been seen in its segment before.

With the convenience of being located in a close proximity to the Eastern and Western Peripheral Expressway, the housing society will offer a tremendous connectivity to Gurugram, Meerut, Noida, New Delhi, as well as a seamless connectivity to Indira Gandhi International Airport, Jewar Airport and the city of Agra.

Built over 7.5 lakh sq.ft. of open space, this housing society will be an essential part of the township that currently also houses Sapphire Smart Homes. With a stunning example sitting right next door, this upcoming project is designed to be the epitome of affordable grandeur.



# Brand Partners

## Valuation & Monitoring



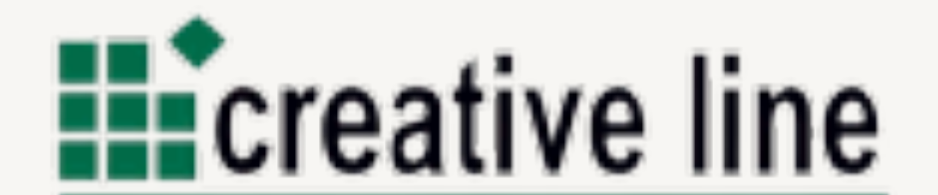
## Supply



## Banking Partners



## Architect:



## Utilites & Service Design



## Structure Design



# Thank you

Please let us address your queries.

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Ghaziabad, U.P.- 201301

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Alpha-1. Greater Noida, U.P.- 201310