

# C&A

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# THE CEO'S SPECIAL

**INSIDE THE MIND OF CEO'S  
EXCLUSIVE INTERVIEWS WITH TOP EXECUTIVES  
WHO ARE BREAKING NEW GROUND IN TODAY'S WORLD**





# PIONEERING THE FUTURE: SPRE'S VISION AND INNOVATIONS AHEAD

"In the ever-evolving business landscape, Shapoorji Pallonji Real Estate (SPRE) explore strategies used by entrepreneurs and leaders to build successful and scalable enterprises across diverse verticals. We also delve into navigating uncertain economies, balancing growth and profitability, and the company's future vision. Join us as we uncover the keys to multifaceted success and innovation."



**VENKATESH GOPALAKRISHNAN**  
Director Group Promoter's  
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Estate (SPRE)

## What strategies can entrepreneurs and leaders employ to build successful and scalable businesses across multiple verticals?

Successful entrepreneurs and leaders looking to expand across multiple verticals should prioritise building a strong foundation in their core business before diversifying. This includes thorough market research, understanding customer needs, and refining products or services. Maintaining a cohesive brand identity and vision is crucial, ensuring that each venture aligns with the overarching mission. Leveraging existing resources and forming strategic partnerships can provide a competitive advantage and reduce risks. Effective delegation, a capable leadership team, and a culture of innovation and solution orientation are essential for managing diverse ventures. Lastly, data-driven decision-making and adaptability are key to staying ahead in ever-evolving markets.

## How does entrepreneurship and leadership differ in uncertain economic times, and what approaches can leaders adopt to navigate through such periods effectively?

Entrepreneurship and leadership face unique challenges during uncertain economic times. Entrepreneurs often thrive on disruption, seizing new opportunities, while leaders in established organizations must ensure stability.

To navigate effectively, leaders should emphasize clear communication, transparency, and employee engagement, fostering a sense of security. Adaptability becomes paramount, as leaders must swiftly adjust strategies and resources. Financial prudence and risk management are crucial for all. Collaboration and seeking innovative solutions can help entrepreneurs pivot, while leaders focus on preserving core operations. Ultimately, both roles require resilience, empathy, and a forward-thinking mindset to not only survive but also emerge stronger from economic uncertainty.

**When it comes to growth vs. profitability, what tough decisions do leaders need to make to strike the right balance and achieve sustainable success?**

Leaders often grapple with the challenge of balancing growth and profitability for sustainable success. Tough decisions include determining the pace of expansion, allocating resources, and managing risk. They must assess whether rapid growth will yield long-term profitability or if a slower, more controlled approach is prudent. Leaders also need to evaluate which markets or products are most lucrative and divest from those that drain resources. Striking this balance requires a keen understanding of market dynamics, a commitment to optimizing efficiency, and a willingness to adjust strategies as conditions evolve. Ultimately, the right decision hinges on a company's unique circumstances and long-term vision.

**How do you envision your company evolving in the next few years, and what new features or enhancements are in the pipeline?**

An unwavering commitment to innovation and customer-centricity marks the evolution of our company in the next few years. We foresee a range of exciting developments and improvements related to upcoming projects, all designed to adapt to the changing preferences of our home buyers. Our strategy revolves around providing a seamless and user-friendly home-buying experience, achieved through upgrades to our interfaces and enhanced accessibility features.



**TOUGH DECISIONS INCLUDE DETERMINING THE PACE OF EXPANSION, ALLOCATING RESOURCES, AND MANAGING RISK.**

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Furthermore, we will harness the power of advanced AI and data analytics to offer personalised recommendations and services, ultimately elevating customer satisfaction and fostering stronger engagement. In the realm of sustainability, our dedication remains steadfast as we persist in implementing eco-friendly practices within our project developments. These efforts align seamlessly with our commitment to environmental and social responsibility objectives. ■