

# *Luxe lifestyle from Bestech*

ALREADY A MAJOR PLAYER IN REAL ESTATE, THE BESTECH GROUP IS CAPITALISING ON THE RECENT BOOM IN THE INDIAN ECONOMY WHICH HAS GENERATED A HUGE DEMAND FOR HOTELS IN INDIA



**B**estech Group is a leading real estate developer with over two decades of a proven track record with regard to construction and development. Over the years, Bestech has successfully commissioned state-of-the-art commercial, residential and institutional complexes. The remarkable steps the Group has taken over the years, since its inception, includes meticulous planning in the most cost-effective manner and pioneering commitment to quality construction, with timely delivery in all its endeavours.

The company has commissioned projects exploring new concepts of a contemporary lifestyle. Currently, the Group has an impressive list of completed as well as impending construction projects in its repertoire. These projects range from residential and commercial complexes to integrated townships, shopping malls and IT parks.

Bestech Group's success lies in the combined expertise and skills of some of the best brains in the industry, added to the vast experience gained over the years. Bestech Group is owned, managed and led by Dharmendra Bhandari and Sunil Satija. Powered by a multi-disciplinary team of specialists and professionals, Bestech Group is always innovating and growing.

Dharmendra Bhandari and Sunil Satija are both technocrats in the field of Civil Engineering. They gained rich experience of the construction industry, both domestically and internationally, and launched their own construction business under 'Bestech Engineers and Contractors,' which was later converted to a private limited company. With a modest start as construction contractors, the pair has taken the Group to new heights in a short span of time.

The duo, with their vast experience of project management, construction, project management and deep



rooted business acumen, have executed a large number of projects, ranging from group housing condominium complexes, school complexes, shopping malls, industrial complexes, hotels, hospitals, amusement parks to office complexes.

After the successful execution of various construction projects Pan India, the Group ventured into their own business of real estate development under the name 'Bestech India Pvt Ltd.' Simultaneously, the Group expanded into hospitality verticals with the nomenclature, 'Bestech Hospitalities Pvt Ltd.' Bestech Hospitalities Pvt Ltd is a fully-owned company of Bestech Group, established with the objective of becoming a premier hospitality provider, spanning the length and breadth of the country. Bestech Hospitalities is an integrated hospitality development and ownership company focussed on premium segment hotels, mid-segment business hotels, resorts, serviced apartments and clubs.

The Group has already developed over 10 mn sq.ft. of residential in various group-housing projects and over 3 mn sq.ft. of commercial / IT & Retail. And, the success of every project has led to the other, to name a few – Park





View City, Park View City-2, Park View Spa, Park View Spa Next, Bestech Central Square, Bestech Chambers, Bestech Chambers II, Park View Residency, Bestech Cyber Park, Orient-Bestech Business tower and Bestech City, Dharuhera. Further, approx. 10 Million sq.ft. in Residential and 1 Million sq.ft in Commercial / IT & Retail is under construction.

Bestech is also renowned for development and delivering some of the most modern and premium quality projects in the NCR region. Equipped with the best infrastructure and modern equipment, the projects have been delivered within schedule or ahead of schedule.

The Group is under the process of developing new and exciting projects targeting a different set of clientele. It is forging new methodologies and technological know-how for building a new and better tomorrow. The landmark projects initiated by the Group independently are symbols of perfection and precision and the result of concerted efforts of its professionals, engineers, design specialists and suppliers.

Bestech's core business has been real estate development, but it forayed into the hospitality sector in the year 2002 and there has been no looking back since then. The Bestech Group has charted its next growth step to further strengthen its presence. Already a major player in real estate, the group is capitalising on the recent boom

in the Indian economy which has generated a huge demand for hotels in India.

Bestech has three of its hotels operational namely Radisson Nagpur (214 keys), Radisson Indore (201 keys) and Park Plaza Noida (88 keys). The international Hotel chain Radisson Hotels Worldwide (Carlson Hotels) is operating all the three Hotels under a Management Contract. Three more hotels are in advance stages of construction namely Radisson on NH 8 (250 keys), Park Inn by Radisson at Chandigarh (Mohali-180 keys) and Park Inn at Sector 88, Gurgaon (200 keys).

In addition to above Carlson Rezidor and Bestech have joined hands to invest USD 42 million in a joint venture to develop the first two hotels, Park Inn by Radisson Gurgaon Sector 88 and Park Inn by Radisson Chandigarh, Mohali.

Bestech has exclusive development rights for Park Inn by Radisson in central and north India, with the goal to develop 49 Park Inn by Radisson hotels by 2024 in north and central India.

Carlson Rezidor will manage the hotels through a management company in which Bestech is a partner.

The 11 states covered by the partnership are Chattisgarh, Chandigarh, Delhi, Haryana, Himachal Pradesh, Jammu, Kashmir, Madhya Pradesh, Punjab, Rajasthan, Uttar Pradesh and Uttarakhand.

