



Mr. Gopal Sarda
Founder & CEO

Interview with Mr. Gopal Sarada, Founder & CEO of Vibe Realty

Mr. Gopal Sarada is a visionary leader in India's real estate sector, known for his strategic foresight and innovative approach. As the Founder & CEO of Vibe Realty and former Group CEO of Kolte-Patil Developers Ltd., he has been instrumental in shaping the landscape of modern real estate development in India. In this interview, Mr. Sarada shares insights into his journey, the ethos of Vibe Realty, and his vision for the future.

TEM : Mr. Sarada, could you share the inspiration behind founding Vibe Realty?

After a rewarding tenure at Kolte-Patil Developers Ltd., where I served as Group CEO, I felt a compelling urge to address the evolving needs of the real estate market. The industry was at a crossroads, with traditional practices needing a fresh perspective. Vibe Realty was born out of this necessity—to create a new-age real estate development company that prioritizes innovation, transparency, and customer-centricity. Our mission is to craft spaces that are not just structures but embodiments of aspirations and dreams.

TEM: Vibe Realty has made significant strides since its inception in September 2021. What factors have contributed to this rapid growth?

Our growth trajectory is a result of a clear vision, strategic

planning, and an unwavering commitment to excellence. We adopted a Capital to Consumer (C2C) and Development Management (DM) model, allowing us to collaborate effectively with developers across various geographies. Within our first year, we successfully on boarded seven projects in key locations like Pune, Mumbai, and Aurangabad. Notably, our Aurangabad project was sold and exited in a record eight months, well ahead of the projected 18 months.

TEM: How does Vibe Realty differentiate itself in a competitive market?

Differentiation for us stems from a 360-degree business approach. We integrate robust sales and marketing processes, stable financial strategies, and focused project execution. Our emphasis on design innovation, technological integration, and quality ensures that we not only meet but exceed customer expectations. Moreover, our commitment to on-time delivery and transparency builds trust with our stakeholders.

TEM : Could you elaborate on Vibe Realty's recent ventures in Mumbai?

Certainly. In a strategic move to expand our footprint, we acquired four projects across Mumbai's western suburbs—Khar West, Bandra East, Goregaon West, and Andheri East. These include three residential redevelopment projects and one commercial project, collec-

tively offering a development potential of 1.5 million square feet and an estimated revenue potential of Rs.1,500 crore.

TEM : How do you envision the future of Vibe Realty in the next 7-9 years?

Our goal is to establish Vibe Realty as one of India's esteemed and reputed developers. We aim for meaningful expansion across geographies, with a projected presence in Pune, Mumbai, and the rest of Maharashtra. Over the next 7-9 years, we plan to take the company public, targeting an annual turnover exceeding Rs. 1,000 crore.

TEM : Technology is reshaping industries globally. How is Vibe Realty integrating technology into its operations?

Technology is at the core of our operations. We leverage data analytics to understand market trends and customer preferences, enabling us to make informed decisions. Our digital platforms enhance customer engagement, providing seamless experiences from project discovery to post-sales services. Additionally, we utilize technology for efficient project management, ensuring timely delivery and quality assurance.

TEM : Leadership plays a crucial role in any organization's success. How would you describe your leadership style?

I believe in being a people's leader. Engaging with colleagues, understanding their perspectives, and fostering their

growth—both professionally and personally—is paramount. I strive to create an environment where innovation thrives, and every team member feels valued and empowered. This collaborative approach has been instrumental in building a resilient and motivated team at Vibe Realty.

TEM : Reflecting on your journey, what achievements are you most proud of?

Several milestones stand out. Being recognized among 'Asia's Greatest Leaders 2017' and receiving the 'CEO of the Year 2018' award by Asian HR Leadership Awards were significant honors. However, the

successful establishment and growth of Vibe Realty, especially achieving profitability within the first year, is particularly gratifying. It validates our vision and the hard work of our dedicated team.

TEM : What advice would you offer to aspiring entrepreneurs in the real estate sector?

Embrace change and be adaptable. The real estate industry is dynamic, and success hinges on the ability to anticipate market shifts and innovate accordingly. Prioritize transparency, customer satisfaction, and timely delivery. Build a team that shares your vision and values, and never

underestimate the power of perseverance and strategic planning.

TEM : Finally, what is your vision for the Indian real estate industry?

I envision an industry that is more transparent, customer-centric, and technologically advanced. As developers, we have a responsibility to create spaces that enhance the quality of life and contribute positively to urban landscapes. By embracing innovation and ethical practices, we can build a sustainable and prosperous future for the real estate sector in India.

