

Kanodia Group Marks Entry into Real Estate under the Brand Name “KREEVA”

Category: Business

written by International Khabar | October 15, 2024



The Kanodia Group, a diversified business conglomerate with dominance in the cement, hygiene, new-age media, and building solutions sectors; is all set to venture into the real estate market with KREEVA – A real estate development platform led by professionals.

KREEVA is formed with a vision of transforming real estate space with groundbreaking innovations, exclusivity, and sophisticated architecture to offer a new level of elegance and luxury to the discerning home buyers of New India.

To effectuate its vision, Kanodia Group has entered into a

strategic alliance with Meridian Assets Partners (MAP) – a real estate-focused asset management outfit to deliver the highest level of value governance and transparency for its stakeholders.

Starting with the Delhi NCR region, KREEVA will expand its footprint across [India](#) in the coming years. These investments will be directed towards developing uber-luxury spaces located in city centres that are designed to transform the ordinary into an unforgettable experience to set a new standard in [luxury living](#) and sophisticated design.

Leading this new venture is Mr. Mayank Jain, CEO of KREEVA, a seasoned investment banking and [real estate](#) professional, whose role will be pivotal in realizing the vision that the platform is set out to achieve. His expertise lies in strategic financial advisory and high-stake commercial [real estate](#) transactions. Mr. Jain's strategic leadership, combined with the visionary outlook of Dr. Gautam Kanodia, ensures that KREEVA will deliver extraordinary offerings that [set new benchmarks](#) in the market.

KREEVA is not just about building homes; it's about creating a lifestyle that epitomizes luxury and [innovation](#). We are committed to delivering unparalleled quality and elegance in every project. Our goal is to set new standards in the real estate market, ensuring that each development [reflects](#) our dedication to excellence and our passion for creating exclusive living spaces," said Mayank Jain, CEO of KREEVA.

Dr. Gautam Kanodia, Founder – KREEVA, Co-founder, Kanodia Group, transmitting the family legacy into this exciting new realm of real estate, expressed his enthusiasm for the venture, *"Backed by Mayank's deep financial expertise and our three decades of excellence in establishing successful diversified [business](#) portfolio, we are confident that we will be successful in bringing KREEVA's vision to life by blending creativity, technical ingenuity and expertise to create spaces*

that will be truly special. Every project of KREEVA will [offer a perfect blend of innovative](#) design, functionality, and timeless beauty, delivering an unparalleled living experience to our clientele.

The Kanodia Group's legacy of excellence and its unwavering dedication to quality will undoubtedly make KREEVA a name synonymous with [luxury and sophistication in the real estate](#) market. With ambitious plans and a steadfast commitment to [innovation](#), KREEVA is set to transform the landscape of high-end residential living, creating timeless spaces that cater to the discerning tastes of modern homebuyers.

In the recent move, Kanodia Group acquired a prime 1.74-acre land parcel in Sector-46 of Gurgaon for approximately [INR 153 crore](#). Offering a perfect blend of urban convenience and serene living, Sector-46 is strategically located in Gurgaon, with proximity to key landmarks, excellent social infrastructure, and connectivity which makes it an ideal choice for customers looking to [invest in luxury](#) projects. The [strategic acquisition of prime land in Gurgaon underscores the group's](#) commitment to delivering exceptional value and quality to its customers.

About Kanodia Group

Kanodia Group is a distinguished conglomerate with a [legacy of excellence](#) and innovation. Established over three decades ago, the Group has played a pioneering [role in the cement industry](#). Besides cement, the Groups diversified interests span various sectors, including Hygiene, Building Solutions, [real estate](#), and others. With a focus on delivering quality products and services, Kanodia Group has evolved into a trusted name in the [business](#) landscape all across the Country. The Groups future endeavours include expanding its presence in Bihar, Haryana, Rajasthan, and Uttar Pradesh, further solidifying its reputation as a forward-thinking and progressive [business](#) group.