

Godrej scion - a thoroughbred professional

Godrej Properties got its new CEO last month when Pirojsha, the 31-year-old Godrej scion was appointed to the position. He expects the current challenging times may prop up many new opportunities. The young Pirojsha, exuding business confidence said, *"We have 30 projects in our portfolio, of which 10 new projects were added in the last financial year. We see opportunity to add projects on an ongoing basis so that the number continues to grow."*

Named after the group's founder Pirojsha has been with the company on and off since 2004. He holds an economics degree from the Wharton Business School and MBA from Columbia Business School. Having done a stint with Hillary Clinton's office in 2001, joining the family business was his decision. He acknowledges that real estate is a tough business to manage due to regulations, tight project deadlines and challenges to keep tight cost control. He plans to promote residential properties as he sees viability there.

The Godrej name he acknowledges, is a big source of business advantage. The company keeps its capital investments low as it builds projects in partnerships with the landowners. In March this year Godrej Properties raised Rs. 470 crores through sale of shares in institutional placement programme and drastically reduced its debt to equity ratio.

Mindful of the challenges Pirojsha notes, *"Our challenges include remaining stable and ensuring margins, good momentum, project launches and sales velocity. We have to be focused on all those things."* In coming years, he plans to remain completely focused on delivering results and growing as a person and leader.

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