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# "DISHA HABITAT: WHERE HOMES ARE BUILT WITH HEART AND PRECISION"

*"Creating Mindful Living Spaces for Families, One Brick at a Time"*

Shweta Singh | The CEO Magazine

**A**t Disha Habitat, a home is about the home dwellers before they become home buyers. It's about coming home, for the entire family. Three generations that fill up the four walls and make it a home. A place where the parents feel important, cared for, and of consequence. Where children feel safe, provided for and never alone. Where the home buyer feels a sense of having chosen right, for every member of the family. Where they feel carefree and a true sense of comfort, not simply from the amenities at hand, but a sense of comfort that comes from the assurance of promises kept.

We have been in the business since 2014. Operating largely in East Bengaluru. Built four properties that were fully sold out without any concentrated brand marketing. Our home buyers have been our brand ambassadors thus far. Our build quality and mindfulness has been our biggest USP. We have a resident community of 1000 plus members, which grows with each new project.

Our homes are mindful living spaces that are priced mindfully too. Our studio homes are as mindfully created as our independent villas. We understand what a huge deal it is to invest oneself in a home of your own.

***Our homes are truly where our hearts are.***

## **Mr. Gunaranjan J - Founder I Director**

Knowing Gunaranjan is as good as opening yourself to an education in the right manner of investing in a home. With every interaction, one goes back as knowledgeable as him or any engineer, architect, site supervisor, legal advisor, electrician, plumber, or any professional who is best equipped to deal with any matter that involves the creation of a home.

Gunaranjan is relentless in creating a better-informed world of home buyers. He is so passionately involved with the smallest details of every Disha Habitat project, that the involvement is contagious. Apart from being an all-heart real estate developer, Gunaranjan is also a thoroughbred practising horticulturist. Every Disha Habitat venture has elements of this passion. Before answering to his true calling of creating mindful homes, Gunaranjan was a practising software professional involved in ERP, SAP, Data Warehousing, Project Management, while consulting for global businesses in the USA.



## **K Raja Sekhar - Founder I Director**

For most of us 'precision' is a term that is probably academic and dry even. In Rajasekar's world it is an act as natural as breathing. When he speaks plainly of structural intricacies while creating mindful living spaces, one is able to set aside the haze of complexities that one is accustomed to and come around to appreciating the simple math of it. This ability comes from his first-hand experience with structural planning, which was entirely about unlearning everything he knew. Then having to relearn every aspect of it through rigorous self-instruction. This is the story behind his journey towards building honest and intricately thought-through living spaces. Infusing it with total dedication and deliberation.

From a time when he was providing mobile tower infrastructure services to telecom giants like Airtel, Vodafone, Idea, Reliance, and taking on total turn-key projects like civil, electrical, tower erecting, DG commissioning, to his long association with HCL Technologies; Rajasekar has come a long way from his humble home. Every brick laid down at a Disha Habitat living space, now speaks for the same brand of humility and perseverance.