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10
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LEADERS
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VOL. 2

M3M INDIA

REDEFINING REAL ESTATE,
DEFINING EXPERIENCES

*Shaping India's skylines with
luxury developments
that elevate urban living
and create lifestyle
experiences*

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**PANKAJ
BANSAL**
PROMOTER
M3M INDIA

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M3M INDIA

REDEFINING REAL ESTATE, DEFINING EXPERIENCES

*Shaping India's skylines with luxury
developments that elevate urban living and
create lifestyle experiences*

Shweta Singh | The CEO Magazine

More than the people who pass through them, cities are remembered for the spaces that define their character. Architecture often becomes their language, with skylines telling stories of ambition, and neighbourhoods become the backdrop to everyday lives. In that sense, real estate is never just about building walls and roofs but about creating experiences that outlive generations. The developments that truly stand out are defined by the values and aspirations they hold.

**PANKAJ
BANSAL**
PROMOTER
M3M INDIA



It is with this belief that M3M India has shaped its journey over the last decade. What began as a vision to craft high-quality, value-driven spaces across India, has grown into one of the country's most admired and respected real estate developers in India, with more than 57 projects transforming skylines and redefining lifestyles across NCR.

At the heart of this journey, Mr. Pankaj Bansal, Promoter of M3M India, who envisages an India that embraces global cutting-edge technology, design, and world-class real estate concepts. His vision is to fulfil the aspirations of Indians across every segment — from housing tailored for the young to sprawling high-rise luxury penthouses for families. His approach continues to define M3M's distinctive positioning in the Indian real estate landscape.

BUILDING LUXURY AND LIFESTYLE

M3M India began its journey in 2010 under the leadership of Founder Chairman Mr. Basant Bansal, alongside Promoters Mr. Roop Bansal and Mr. Pankaj Bansal. From the very start, the company's ambition was never limited to building structures but to craft ecosystems that offered purpose and identity. Guided by its mission to consistently deliver exceptional value and create living experiences that exceed expectations, M3M India set out to redefine what real estate could mean for people and communities.

Over the years, this philosophy has taken concrete form in 36 completed projects, spanning nearly 20 million square feet of space, with another 21 currently under development. Developments such as M3M Golfestate and Trump Towers have become benchmarks of luxury and lifestyle, standing as symbols of how design and experience can come together seamlessly.

With a team of over 3,000 professionals across offices in Gurugram, Panipat, and Noida, M3M India has steadily built its reputation as one of India's leading developers. Yet, what sets M3M India apart is not the scale of its portfolio but the values guiding them. Transparency as a principle, adaptability as a practice, and customer delight as the ultimate measure of success. In an industry often measured by numbers, M3M India has earned its place among India's foremost developers by listening to the evolving aspirations of its audience.

MR. PANKAJ BANSAL, PROMOTER, M3M INDIA

For Mr. Pankaj Bansal, real estate has always been about permanence, a chance to create something that becomes part of people's lives long after it is built. As Promoter of M3M India, he has been instrumental in shaping over 57 projects that now define Gurugram's skyline. His academic grounding at Harvard gave him the analytical tools, but what

drives him is far more personal. *"What excites me is creating spaces that marry global benchmarks with the nuances of Indian living,"* he shares.

Over the years, Mr. Bansal's efforts have also been recognised on several distinguished platforms. Among them are a place in the Times 40 Under 40 list, the honour of CXO of the Year at the Realty + Conclave & Excellence Awards, and the title of Most Promising Business Leaders of Asia by the Economic Times. Most recently, the Hurun India Breakthrough Growth Champion of the Year 2025 added a new laurel to this journey.



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Looking ahead, his focus lies in strengthening international partnerships and seeing M3M push the boundaries of urban living in a way that truly resonates with a new, discerning generation.

THE FULL SPECTRUM OF LIVING AND WORKSPACES

M3M India has built its presence across the full spectrum of real estate: residential, retail, commercial, and serviced apartments along with pent suites. From luxury homes to bustling retail hubs, sleek office spaces, and fully serviced apartments, every development is designed to suit today's lifestyles and business needs. Beyond construction, the company also curates leasing opportunities, creating lasting value for investors, retailers, and enterprises alike. What distinguishes M3M India is not only the projects themselves but the orchestration behind them, an end-to-end integration that spans land acquisition, design, development, marketing, delivery, and even after-sales care. This seamless approach ensures consistency of vision and quality across the portfolio.

At the heart of the company's philosophy lies a simple but powerful motto: to create spaces that are world-class in execution yet unmistakably Indian in spirit. Each project is approached as a unique undertaking, carrying its own DNA. Some clients envision opulence, while others prioritise functionality. M3M India listens intently to these aspirations and translates them into built form. So, rather than imposing a template, the company orchestrates a tailored response, calibrating every element: design, location, amenities, and even timelines – to the project's individual rhythm. A residence may be crafted to maximise natural light and ventilation, while offices or serviced apartments emphasise efficiency, comfort, and sustainability. Guided by its triad of Trust, Transparency, and Timely Delivery, M3M India has completed over 57 projects across the NCR skyline, continually working to redefine what urban living can be.

M3M INDIA SIGNATURE DEVELOPMENTS

Anchored firmly in the luxury segment, M3M India has developed a discerning understanding of evolving buyer aspirations. Every project is envisioned to go beyond shelter, weaving technology into daily life while uniting aesthetic finesse with practical utility. The result is an orchestration where comfort and style are held in balance, allowing luxury to be quietly lived.

As Mr. Bansal notes, *"We do not regard our creations as inert edifices; they are intended as living testaments to aspiration."*

This philosophy finds expression in M3M notable developments across the NCR. M3M Crown, rising on the Dwarka Expressway, epitomises this conviction. Its architecture is at once resplendent yet restrained, complemented by waterfront clubs and more than fifty amenities that elevate everyday living. M3M Altitude, created in collaboration with UHA London, dares to blend audacity with elegance, from panoramic decks that dissolve the horizon to a glass Air Bridge suspended like a vision in air.

The commercial portfolio reflects the same spirit of choreography. M3M Paragon57 is conceived as an urban stage, where boutiques, hypermarkets, and plazas cascade across four dynamic levels. M3M Jewel, set on MG Road, extends this narrative into a six-level palimpsest of shopping, dining, and entertainment, elevating the conventional mall into a theatre of modern luxury.

NAVIGATING CHALLENGES

The Indian real estate sector presents a complex landscape, with regulatory hurdles, stretched timelines, and delays in land





TRUMP TOWER

acquisition as persistent challenges. M3M India addresses these through a vertically integrated approach, stewarding every stage in-house to ensure coherence, agility, and quality. Governance, strategy, and fiscal prudence act as guiding compasses, enabling the company to navigate uncertainties while safeguarding stakeholder trust.

Mr. Bansal believes that leadership in such an environment demands strategic foresight, disciplined execution, and adaptability. *“We prioritise micro-market insights by identifying high-growth corridors like Dwarka Expressway, SPR and Golf Course Extension Road, which allows us to position projects where infrastructure and demand converge, ensuring smart, risk-managed growth,”* he reflects. Financial discipline, coupled with an integrated execution model, ensures timely delivery of projects which fortifies trust with stakeholders. Even amid volatility, this process-driven agility enables the company to convert challenges into opportunities and continue delivering projects that stand the test of economic cycles.

BUILDING LASTING RELATIONSHIPS

For M3M India, success is not measured solely by the projects it delivers but by the lasting relationships it creates with buyers, investors, and collaborators. The company places transparency, timely delivery, and innovation at the core of every project, ensuring that stakeholders experience value at every stage. By treating partners as an integral part of its growth journey and maintaining the highest standards across operations, M3M has established itself as one of India's most trusted developers and second largest unlisted real estate of India. Reflecting on this approach,



M3M GOLF HILLS

“**FOR ME, LEADERSHIP IS ABOUT SETTING BENCHMARKS THAT STRENGTHEN TRUST AND DRIVE LONG-TERM GROWTH.**” - MR. BANSAL

THE NEW ERA OF LIVING

Indian real estate is undergoing a transformation, driven by a growing appetite for luxury and premium housing, especially among discerning investors and NRIs seeking cosmopolitan design and modern conveniences. Connectivity-led corridors, such as the Dwarka Expressway, are becoming significant value drivers, demonstrating how infrastructure often dictates the growth and appeal of property markets. At the same time, sustainability, once considered peripheral, has emerged as a central guiding principle, with green building practices influencing both buyer choices and developer strategies.

M3M India has consistently anticipated and aligned with these shifts, unveiling ultra-luxury projects such as M3M Altitude in Gurugram and The Cullinan in Noida. Each development fuses smart amenities with sustainable features, creating residences that are both visually striking and environmentally responsible.

Technology enhances these experiences, with app-driven controls for lighting, security, and entertainment transforming daily living into something seamless and elevated. On the client side, M3M leverages digital platforms, from targeted social media campaigns to precision-driven online engagement, enabling the company to connect, converse, and cultivate deeper relationships with buyers and investors.

Green building practices, including rain-water harvesting, efficient waste management, and eco-sensitive urban design, are embedded across projects to ensure long-term sustainability and resilience. Projects like Smart City Delhi Airport (SCDA) exemplify this approach, featuring walkable layouts, abundant green cover, and sustainable mobility solutions. Similarly, luxury residences such as M3M Golfstate showcase landscaped greens and energy-conscious infrastructure, demonstrating that high-end living can coexist with environmental stewardship. *“ESG for us is not about compliance; it is about accountability and foresight, ensuring that our projects remain aspirational today while being sustainable and resilient for the future,”* says Mr. Bansal.

Tallest commercial building in Delhi/NCR

M3M IFC

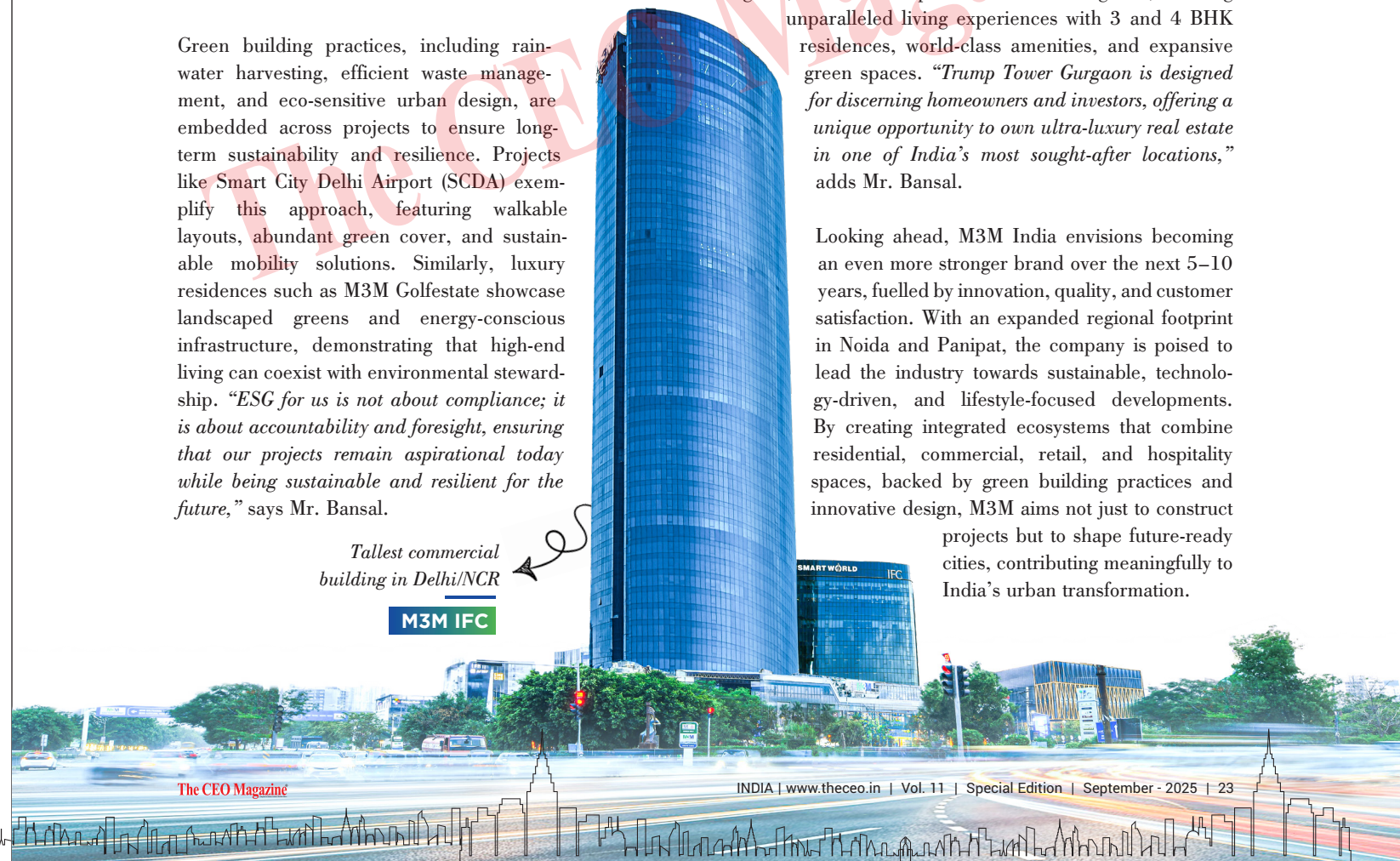
Taken together, smart design, digital engagement, and sustainable infrastructure go beyond operational efficiency. They create an experience that is refined, resilient, and future-ready. By blending infrastructure-led growth, luxury, sustainability, and technology, M3M India positions itself not just as a participant in these trends but as an architect of the next chapter of the Indian real estate sector.

WHAT LIES AHEAD FOR M3M INDIA

M3M India continues to push the boundaries of luxury and lifestyle living through a slate of upcoming projects that showcase its commitment to design, innovation, and integrated experiences. The flagship High-Street Retail Project, M3M Route65 in Sector 65, Gurugram, is set to redefine retail and lifestyle offerings in North India, blending modern design, cutting-edge amenities, and a strategic location to create a unique shopping and leisure destination. *“This project showcases our commitment to delivering exceptional living experiences and redefining luxury real estate standards in India,”* says Mr. Bansal.

Alongside this, developments such as M3M Altitude and the upcoming M3M SCDA on Dwarka Expressway reflect the company's dedication to delivering exceptional experiences that set new benchmarks in luxury real estate. On the residential front, Trump Tower in Sector 65, Gurugram, embodies sophistication and elegance, offering unparalleled living experiences with 3 and 4 BHK residences, world-class amenities, and expansive green spaces. *“Trump Tower Gurgaon is designed for discerning homeowners and investors, offering a unique opportunity to own ultra-luxury real estate in one of India's most sought-after locations,”* adds Mr. Bansal.

Looking ahead, M3M India envisions becoming an even more stronger brand over the next 5–10 years, fuelled by innovation, quality, and customer satisfaction. With an expanded regional footprint in Noida and Panipat, the company is poised to lead the industry towards sustainable, technology-driven, and lifestyle-focused developments. By creating integrated ecosystems that combine residential, commercial, retail, and hospitality spaces, backed by green building practices and innovative design, M3M aims not just to construct projects but to shape future-ready cities, contributing meaningfully to India's urban transformation.





M3M GOLF ESTATE

LEADERSHIP MANTRA

Advising emerging real estate professionals, Mr. Bansal says, *“Anchor your journey in ethics, ownership, and relentless execution; that’s the M3M way. Place your customers at the heart of every decision, prioritising excellence from design to delivery.”*

He stresses the importance of embracing a fully integrated development model. *“Owning the chain from land acquisition to after-sales drives efficiency, control, and quality,”* he explains.

Mr. Bansal adds, *“Invest in truly understanding micro-markets and align your strategy with infrastructure-led growth corridors. Lead with transparency and timely execution—this builds trust and long-term credibility. Finally, empower your team through learning, mentorship, and a results-oriented culture. This creates a foundation that sustains both innovation and responsibility.”*

BUILDING LEGACIES

M3M India continues to approach real estate not merely as construction but as the creation of ecosystems that inspire progress and enrich lives. Innovation, trust, and excellence remain the cornerstones of the company’s growth, guiding its team as it shapes landmark developments across the country.

The company also places significant importance on social responsibility through the M3M Foundation, led by Dr. Payal Kanodia, Chairperson and Trustee. Through initiatives in education, healthcare, livelihood, and sustainability, the foundation has impacted over 4.4 million lives.

Looking forward, M3M India’s vision is to set new benchmarks in design, quality, and community building. *“Together with our stakeholders, we aim to build not just homes and spaces, but lasting legacies that will define the future of Indian real estate,”* Mr. Bansal concludes, underlining the company’s focus on responsible, enduring, and aspirational developments.

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