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Spotlight



DR. SRINIVASARAO Veluvolu

BUILDING A REAL ESTATE PRACTICE THAT REDEFINES THE HOMEBUYER EXPERIENCE THROUGH TRANSPARENCY, CONSISTENCY, AND TRUST

Shweta Singh | The CEO Magazine

In India's real estate landscape, the gap between what is promised and what is delivered has long influenced how buyers approach homeownership. For most people, buying a home is one of the most important decisions in life, but it often comes with concerns around quality, timelines, and transparency. This has created a trust deficit that continues to shape the industry.

It is in this environment that Dr. Srinivasarao Veluvolu built his journey. As the founder of Nikhila Constructions and Developers (NCD), he has focused on delivering homes that meet expectations, not just through construction but through clear communication, personal engagement, and consistent quality.

THE GENESIS OF NCD

With over three decades of cumulative experience in the corporate world and as an Entrepreneur, Dr. Srinivasarao Veluvolu built a strong foundation across commercial functions, gaining a clear understanding of how organisations operate, scale, and deliver value. As a first-generation entrepreneur, his corporate experience played an important role in shaping his perspective and approach towards business.



Like many Indians, he aspired to own a home of his own. However, during this journey, he realised that homes being delivered by a majority of builders were often falling short of the expectations of buyers. Whether in terms of quality, planning, or overall experience, there was a clear gap between what was promised and what was actually delivered.

This realisation stayed with him and gradually developed into a larger belief that people deserve better homes, built with care and delivered with consistency. With this thought, he decided to move into entrepreneurship and founded Nikhila Constructions and Developers in 2005, with a clear focus on delivering quality homes that meet customer expectations.

A BRAND BUILT ON QUALITY AND CONSISTENCY

Nikhila Constructions and Developers has established itself as a leading real estate developer with a strong presence in Hyderabad. Over the years, the company has steadily grown into a trusted provider of quality homes, serving more than 2,000 customers and working towards constructing and delivering over 5,000 homes in the coming decade.

NCD delivers a range of offerings, including flats and villas in gated communities, villa plots in plotted developments, and office or commercial spaces, catering to the evolving needs of homebuyers while maintaining a balance between affordability and comfort. Since its inception, the focus has remained on crafting well-planned communities and developments that align with customer expectations.

A strong commitment to integrity, transparency, and quality has played a vital role in shaping NCD's journey. The approach has remained straightforward:

understand what the customer is looking for and deliver accordingly. This consistency, along with a strong focus on customer satisfaction, has helped the company build trust and become a preferred choice among homebuyers.

REDEFINING TRUST IN REAL ESTATE

One of the biggest challenges in the real estate sector has always been the trust deficit in the eyes of potential buyers. Customers often feel that builders are not delivering what is promised, and in many cases, they are not able to directly reach or engage with them. This gap creates hesitation and affects decision-making. At Nikhila Constructions and Developers, this challenge was addressed from the very beginning through a simple and consistent approach. As Dr. Srinivasarao explains, "Every potential buyer is met personally, with time spent in explaining each aspect of the home they are considering. This helps build trust and gives customers the confidence to make informed decisions." NCD further strengthens this through its focus on delivering homes that combine modern design, functional layouts, top quality, 100% Vasthu compliance, and timely delivery. At the core of this approach is a clear belief: the customer comes first, and every home should be delivered to their satisfaction.

THE FOUNDATION OF GROWTH

A key accomplishment for Dr. Srinivasarao as a leader has been building a strong team with humane values.



This has ensured that every homebuyer is treated not just as a customer, but as an extended member of the NCD family. He has been able to cascade his vision, work ethic, and values across the organisation, ensuring alignment in the way projects are executed.

The company follows a structured approach to talent acquisition and retention, with a dedicated human resources function led by a qualified professional. The focus is on hiring individuals with the right technical and functional skills, while also continuously reskilling them to keep pace with evolving technologies.

For Dr. Srinivasarao, success is not defined only by growth or numbers. It is reflected in the satisfaction of homebuyers, vendors, contractors, and employees, everyone who is part of the ecosystem. At present, his focus remains on building scale, both in terms of projects and teams, ensuring that growth continues without compromising on quality.

LEADERSHIP WITH PURPOSE

At the core of the organisation is a leadership approach defined by discipline, consistency, and leading from the front. Dr. Srinivasarao, a corporate professional turned entrepreneur, has built a business of scale in the real estate sector and earned a strong reputation for delivering quality homes within committed timelines. With a solid academic foundation that includes an Honorary Doctorate in Real Estate Management, an MBA in Human Resource Management, and a Master's in Commerce, his approach combines professional rigour with a clear focus on customer expectations.

Known as "Srini" in his circles, he is equally respected as a changemaker. He has a deep interest in the well-being of society and actively contributes towards helping the needy, guided by his strong belief that one person can make a difference, and everyone should try. This belief has played a key role in shaping his involvement in various social initiatives over the years.

He plays a very active role in industry bodies such as NAREDCO and CREDAI, where he contributes towards bringing more transparency to the real estate sector. Through these associations, he frequently engages in discussions, collaborates with stakeholders, and participates in presentations to government departments and policymakers to improve industry practices and make the home-buying process more reliable.

He also holds multiple responsibilities across organisations, contributing at both industry and community levels. His roles include Executive Vice President - NAREDCO West Zone, GC Member - NAREDCO Telangana, Member - CREDAI, and Regional Chairperson with Lions Club International. In addition, he is the Founder of the Nikhila Centre for Rural Development and Co-Founder and Vice Chairperson of Mana Kosam RTI - Voice of People. A firm believer of the quote that "One person can make a difference and everyone should try", Dr. Srinivasarao has remained committed to giving back to society. Through NCRD, he has been working towards supporting the

THE TEAM BEHIND THE VISION

Supporting this vision is a team that plays a key role in driving the organisation across functions.



NIKHILA VELUVOLU leads Marketing Operations, bringing in new-age thinking and a strong focus on digital engagement. With an engineering background and an M.S. from the U.S., she has been instrumental in strengthening the brand's presence in the digital space, leading to better quality leads and customer engagement. She has also introduced structured customer meets, where homebuyers share feedback that is reviewed internally and implemented wherever relevant. Nikhila is part of the NAREDCO Hyderabad Youth Wing and participates actively in all the programmes.

SURESH VELUVOLU, an Armed Forces veteran, oversees site operations. With a technical background, he is responsible for planning, scheduling, and manpower management at the ground level, ensuring that construction progresses as per plan, within timelines, and with the required quality standards.



YESHWANTH VELUVOLU handles Finance & Accounts along with Procurement. With a background in civil engineering and construction management, he works closely with the leadership to ensure efficient cash flow and timely execution of projects. His role is critical in maintaining financial discipline, managing vendor relationships, and ensuring that project progress remains aligned with delivery commitments.

underprivileged by improving access to education, medical facilities, and basic needs, with the larger goal of enhancing lives and promoting social equality.

STAYING AHEAD IN A CHANGING MARKET

The real estate sector continues to remain strong, as housing is one of the most important aspirations and assets for individuals. At the same time, the industry is evolving, and staying relevant requires awareness and adaptability.

Dr. Srinivasarao actively participates in industry bodies such as NAREDCO and CREDAI, which helps him stay updated with emerging trends and market developments. This involvement also allows him to contribute towards improving transparency and overall practices within the industry.

Looking ahead, the focus is on strengthening the organisation by bringing in new talent, technologies, and innovations. This, according to him, is essential to stay ahead and continue delivering value to customers.

LEADERSHIP MANTRA

For those looking to enter the industry or start their own journey, Dr. Srinivasarao's advice is clear: "Set a goal, build a vision, and align yourself and your team towards it. Consistent effort, discipline, and clarity of thought are essential.

He strongly believes in a simple mindset:

"I CAN, I WILL. AND ALWAYS THINKING IN TERMS OF INSPIRE OF, NOT BECAUSE OF."