

Founders weigh in on best ways to adapt to economic and technological advances



Arun Aleti, CEO of Elemental Realty, highlights the importance of adapting to economic and technological advances to thrive in Hyderabad's rapidly growing real estate market. With the city's transformation into a major IT hub, the demand for both residential and commercial properties has surged. Elemental Realty leverages technology across various stages—using automation in construction and quality management, chatbots for pre-sales customer interactions, and real-time tracking systems for post-sales updates and payment milestones.

Aleti emphasises the importance of transparency, adhering strictly to regulations like RERA and GST that have fostered trust and reliability with customers. The company's diverse portfolio, offering both affordable and luxury housing, aims to meet the needs of tech-savvy residents by incorporating smart and sustainable infrastructure. Aleti credits adaptability and a forward-thinking approach as the key to succeeding in Hyderabad's dynamic real estate sector.

