

# 'We undertake most complex projects across the globe'

Did you have any misgivings when you decided to hire such a large number of professionals to bolster your business?

We were very confident from the onset on our vision and how we planned to achieve it. Hiring the right talent who could fit into the ethos of the company was of prime importance.

Synergy Property Development is only a 10-year-old organisation. However, its growth and achievements have been extraordinary. To whom do you attribute the success?

We are a people-driven organisation and we attribute our extraordinary growth and achievement to the value and passion our team brings to the fore in providing world-class service to our customers.

Synergy's mission and vision stress the importance of having best-in-class people and our focus is to deliver global standards through our people, technology, innovation, along with robust systems and processes.

How did challenges induce you to undertake the most intricate and elaborate projects in India and overseas?

Challenges are something we face on a daily basis, and we are



**Sankey Prasad**, Chairman & MD, Synergy Property Development, and a civil engineer, turned businessman in 2003. His Bengaluru-based firm specialises in architectural design and complete project management and turnkey projects. It has developed IT parks, shopping malls, SEZs, hospitals, premium hotels and upper crust residences. Dilip Phansalkar interviews the plutocrat. Excerpts:



Embassy Lake Terraces interior view

not averse to facing and tackling challenges which come our way. Rather, it is a continuous learning process from each and every hurdle we encounter.

These learnings as well as the diverse projects that we have undertaken is one of the prime reasons that we are confident of undertaking the most complex of projects anywhere across the globe. We have a team of experts with diverse skills and expertise who add depth to our organisation.

During our initial stages the challenges were plenty, whether it meant sourcing the best talent from the industry, getting diverse teams to work on complex projects in a collaborative environment while keeping the strict client deadlines, and gaining our customers' loyalty and faith which is still one of our biggest driving factors towards pushing for excellence.

Our Human Resource team has done a fabulous job in building our company from a mere 40 people core team to a 900-plus member team of engineers and architects.

We are also proud of having a diverse multi-cultural team with nationals from across seven different countries working in our organisation which helps to bring out the best-in-class in global practices to prominence.

How did you consistently manage to deliver the highest level of performance in the critical areas such as specification, scheduling and budget while handling projects of different proportions?

We strive for excellence in all our projects, and we are involved in all stages of project management, starting from conceptualisation to project handover. We are also involved in providing turnkey solutions.

Contd. on pg 10



Embassy Boulevard - Cypress

## in person

contd. from pg. 5

Our core strengths are delivering large-scale, technically challenging and demanding projects with the ability and vast expertise to act as a 'Single Point Contact' on behalf of the customer/developer.

Our engineers place paramount importance to detail, value engineering, scheduling, resources planning, cost management, safety and quality management throughout the process of procurement, installation, testing, commissioning and closeout processes.

Where does the company's core competency rests - construction, maintenance, building envelope projects, etc?

We started initially as a Project Management Consultancy and Design Services business and later diversified into Design & Build solutions. Such has been the dynamic power of the organisation that over the past, Synergy has evolved into a company which has pioneered in providing Project Management Consultancy and Design & Build Solutions in the various asset classes such as IT/Sez/business parks, hotels, multi-specialty hospitals, high-end residential and data centres.

Greens Embassy Manyata



How decisive is job quality, technical performance, on-time delivery for successful completion of a project?

All the above mentioned criteria (quality, technical performance, on-time delivery) are important and critical for the overall success of the project. If there is a slip-up in even one of these parameters, the repercussions will be dire and irreversible.

We, at Synergy, place paramount importance on ensuring that the customer gets only the best in every aspect, and quality is never ever compromised.

We do not encourage short-cuts and makeshift work of any kind, and are very strict on quality adherence. We have necessary checks and balances in place to counter any deviations.

Which are some of the business parks, hotels, hospitals, commercial complexes where you provided your expertise?

Key completed projects in India: Embassy Golf Links Business Park, Bengaluru

Manyata Embassy Business Park, Bengaluru (10 million sq. ft. complete)

Medanta, the Medicity in Gurgaon South Indian Bank's Data Centre, Kochi

Select Citywalk in Delhi The HCC-ICICI Tech Park and



Runwal Town Centre, Mumbai  
Novotel Hotel, Ahmedabad  
World Trade Centre, Bengaluru  
Divyasree Omega, Hyderabad

Key ongoing projects in India: Manyata Embassy Business Park, Bengaluru

Embassy Boulevard, Bengaluru  
Embassy Lake Terraces, Bengaluru

Neomall, Bengaluru  
Hilton Residences, Bengaluru

TCS Sez Campus, Cochin  
Taj Vivanta Expansion, Kovalam  
DM Medcity, Kochi  
Nirmal IT Park, KINFRA, Kochi  
Divyasree Techno Park, Bengaluru

Mixed use development for TRIL, Nagpur  
TCS Campus, Nagpur  
Smart City, Kochi

Would you like to mention a project the company undertook in the Middle East and the Far East?

A few of the international projects we have undertaken in the Middle East and the Far East are as follows:

MKN Embassy Techzone, Malaysia  
Data Centre for Pacific Controls,

Dubai - Phase-1 Complete  
• Data Centre for Pacific Controls, Dubai - Phase-2  
• Mines Wellness City, Malaysia

Last year, Synergy bagged a design and project management contract for a \$153 million township development in Rwanda. What is the present status of the project? When is the date of completion?

The Rwanda project is spread across three locations in Kigali, namely Vision City, Kinyinya and Batsinda, total area of development being about 250 hectares. The

projects have a phased completion plan with the first phase completion targeted for Vision City - November 2014, Kinyinya - November 2014 and Batsinda - January 2015.

Presently, detailed design engineering works as required have been completed and tender process has begun.

How is the company placed as far as the order book is concerned?

Synergy currently has an order book of about Rs 2,500 crore for various projects in India and abroad.

No part of the contents of Construction Industry Review, in abridged or unabridged form, can be reproduced without the written permission of the Editor. CIR does not accept any responsibility for statements and opinions expressed by the authors.

## Construction Industry Review

Editor - Bina Verma

Editorial Team: Dilip Phansalkar, Pooja Parmar, Remona Divakar + Designer: Rajen Misra  
Business Team: Rajendra Sadhale (9321490697), Milind Jogtekar (9833357005),  
Shantanu Banaskar (9820904795), Seema Kohli (9820904931)

Email: contact@constructionreview.com, editor@imrtonline.com

**BOOK YOUR SPACE NOW!**

Contact: Rajendra Sadhale, Sales Head  
(Construction Industry Review, Minerals & Metals Review, Foundry Review)  
Asian Industry & Information Services Pvt. Ltd. Handfone: 932149 0697 / 810 8288333