

Every home has a Story.
Here's Ours

**CORPORATE
BROCHURE**





MANAGING DIRECTOR

MUKESH AGARWAL

As a serial entrepreneur, he is known for having a knack for identifying potential business opportunities, building successful models around them and taking them to new heights. As the founder and Managing Director of MD Properties Mr. Agarwal has been the principal force behind the success of real estate advisory. Under his guidance MD

Properties has morphed into an organization with 50+ employees and 10000+ happy customers.

A pillar of humbleness, honesty, integrity and spirituality. A nature enthusiast with a special place in his heart for helping the deprived and underprivileged.

OUR MISSION

Delivering trustworthy real estate experiences that you can cherish for a lifetime

OUR VISION

To be the first choice for our consumers and partners in their journey of discovering, renting, buying, selling and financing a home. We do that with data, design, technology, and above all the passion, perseverance and commitment of our people who have a staggering knowledge of the real estate market



OUR CORE VALUES



DO IT AS A TEAM

At Maa Durga Properties we believe that it's all about teamwork. If we win, we win as a team and if we fail, we fail as a team.



EXECUTION IS THE METRIC

We understand that ideas are important, but ideas without execution are worthless. We focus on execution as our 'North-star' metric.



OWN YOUR WORK

We take the responsibilities to get work done. Teams take ownership of their work and we do whatever it takes to get the work done.



EMPATHY BEGINS AT HOME

We work, interact and collaborate with people. We understand the diverse set of perspectives that unique individuals bring to our workplace and we work towards creating an environment filled with trust and appreciation.



ERR ON THE SIDE OF OVER-COMMUNICATION

We work, interact and collaborate with people. We understand the diverse set of perspectives that unique individuals bring to our workplace and we work towards creating an environment filled with trust and appreciation.



SPEAK YOUR MIND

We are building tools for a future that will be 'Remote'. We like to deliberately over-communicate rather than under-communicate when we are in doubt.

WE OFFER



Search and Shortlisting:

Lacs of verified real estate properties from 100+ reputed builders.



Home Loan Assistance:

Home loan facilitation for all real estate properties through major banks across India.



Unit Booking:

Committed guidance all the way till possession.



Legal Advice:

Expert legal advice and documentation support.



Site Visits:

Guided site visits of the homes for sale with our relationship manager.

BRANDS WE WORK WITH

Recruiting Partners



Finance Partners



Developing Partners



THE JOURNEY SO FAR



2008

Established in 2008, our company embarked on a journey marked by innovation and commitment to excellence



2013

In 2013, our company experienced a significant transformation as we relocated our office to the state-of-the-art Ecosuite. This move symbolized not just a change in physical space but a strategic step towards fostering a dynamic and innovative work environment. The transition to Ecosuite underscored our commitment to adaptability and modernity, providing our team with an inspiring setting to thrive. Since then, our office space has played a pivotal role in shaping our collaborative culture and fueling our continued growth.

2010



In 2010, we achieved a major milestone in our company's journey by securing exclusive marketing rights for the prestigious 'PS Magnum' project. This marked a pivotal moment that showcased our commitment to excellence and our ability to establish ourselves as a key player in the industry. Since then, we have continued to build upon this success, solidifying our position as a leader in Real Estate Industry

2018



In 2018, we expanded our horizons by venturing into international markets, marking a pivotal moment in our company's journey. With successful deal executions in Thailand, Mumbai, Dubai, and London, we broadened our reach and solidified our presence on the global stage. This strategic expansion not only showcased our ability to navigate diverse markets but also strengthened our position as a key player in the international business landscape. Our foray into these dynamic regions reflects our commitment to growth, innovation, and the pursuit of new opportunities on a global scale.

2019



In 2019, our commitment to excellence was acknowledged on an international platform as we proudly received the 'Best Sellers' award from Donald Trump Jr. This esteemed recognition was a testament to our outstanding achievements in the real estate sector, specifically for our remarkable sales performance in Trump Tower Kolkata. Winning this award not only affirmed our dedication to delivering top-notch services but also highlighted our ability to excel in prestigious and globally recognized projects. It stands as a symbol of our relentless pursuit of excellence and sets a benchmark for our ongoing commitment to success and innovation.

2021



In 2021, we celebrated a significant triumph as we were honored by PS Group, Kolkata's foremost real estate giant, with the prestigious award for achieving the highest sales performance in the financial year. This recognition not only underscores our dedication to excellence but also highlights our success in contributing to the real estate landscape of Kolkata. The acknowledgment from PS Group serves as a testament to our team's hard work, innovation, and commitment to delivering exceptional results. We are proud to be recognized as a top performer in collaboration with such a prominent player in the real estate industry, and this achievement motivates us to continue setting new benchmarks in our ongoing pursuit of excellence.

EXPECT THE BEST



We continuously strive towards improving our service, today better than yesterday, tomorrow better than today , by providing landmark buildings and expansive residences at affordable prices ,ensuring the most fulfilling lives to their occupants . By making all their dreams true at prices they can easily afford ,outperforming our promises through continuous innovations and improvements in service standards . We will make our group a significant contributor in transforming our nation from a developing to a developed one by being a responsible corporate citizen and taking every opportunity to make this world a better place . We aspire to give our heart and soul for a particular cause and thus we believe that we can make a difference.

CUSTOMER FEEDBACK

We highly value industry feedback as it serves as a compass guiding our continuous evolution, ensuring that our company remains responsive to market needs and consistently delivers unparalleled solutions.



“

Their service was prompt.They followed up on my demands each and every time. Their attitude towards their work and client service is exemplary. I ended up buying another property at PS Panache through them. ”



“

They have plethora of resale and investor stock available with them. We finally ended up purchasing the flat Suggested by Mr Milan Agarwal. I must say I have got a good deal at a better price. I found their brokerage charge also to be on a genuine side as well. The entire responsibility was taken by Mr Milan and Mukesh Agarwal of MD Properties still the deal successfully sailed through. ”



TEAMWORK

At our company, we believe in the power of teamwork, where diverse talents converge to achieve collective excellence and drive innovation that propels us forward together.



TEAMWORK MAKES THE DREAMWORK

STRATEGIC PORTFOLIO MANAGEMENT



Market Analysis and Research:

Conduct a thorough analysis of the real estate market, considering current trends, economic indicators, and demographics. Identify target markets and segments that align with the company's expertise and objectives.

Portfolio Assessment:

Evaluate the existing real estate portfolio, considering factors such as location, property types, market demand, and financial performance. Identify underperforming assets and those with potential for improvement or redevelopment.

Risk Assessment:

Assess the risk associated with each property in the portfolio, considering factors like market volatility, economic conditions, and regulatory changes. Develop risk mitigation strategies to minimize potential negative impacts on the portfolio.

Diversification Strategy:

Aim for a balanced and diversified portfolio that includes various property types, locations, and risk profiles. Diversification helps mitigate risks and positions the company to capitalize on different market opportunities.

Performance Metrics:

Establish key performance indicators (KPIs) to measure the success and effectiveness of the portfolio. Regularly review and analyze performance metrics to make informed decisions about portfolio adjustments. Implement strategic exits when it aligns with the company's overall goals and market conditions.

Capital Allocation:

Allocate capital strategically based on the risk-return profile of each property. Prioritize investments in high-potential properties while divesting from those that no longer align with the company's goals.

Adaptability and Flexibility:

Stay flexible and adaptive to changing market conditions and trends.

Continuously monitor and adjust the portfolio strategy to capitalize on emerging opportunities and mitigate potential risks.

Client and Market Demand Analysis:

Understand the needs and preferences of clients and the broader market.

Align the portfolio to meet current and anticipated demands, ensuring relevance and competitiveness.

Sustainability and Innovation:

Consider sustainability factors in the portfolio, reflecting the growing importance of environmentally conscious real estate. Embrace innovation in property development and marketing to stay ahead of industry trends.

Exit Strategies:

Develop exit strategies for each property, considering factors like market cycles, profitability, and changing business objectives.



COMMERCIAL SOLUTIONS



Maa Durga Properties Pvt. Ltd offer a range of commercial solutions to their customers . These solutions often leverage various marketing channels and strategies to reach a wider audience and attract potential buyers. Here are some common commercial solutions provided by Md Properties:-

Digital Marketing Campaigns:

Social Media Marketing: Utilizing platforms like Facebook, Instagram, and LinkedIn to showcase properties and engage with potential buyers.

Professional Photography and Videography:

High-quality photos and videos that highlight the key features of a property to make it more appealing to potential buyers.

Search Engine Optimization (SEO):

Optimizing online content to improve the visibility of property listings in search engine results, increasing the likelihood of attracting interested buyers.

Content Marketing:

Creating and distributing valuable content such as blog posts, articles, and guides related to real estate, establishing the firm as an authoritative source in the industry.

Website Development and Optimization:

Designing and maintaining a user-friendly website with property listings, detailed descriptions, and easy navigation for potential buyers.

Advertising Campaigns:

Running targeted online and offline advertising campaigns to reach specific demographics and increase the visibility of listed properties.

Lead Generation:

Implementing strategies to capture and qualify leads, ensuring that potential buyers are engaged and interested in the properties being marketed.

Branding and Identity:

Developing and maintaining a strong brand presence for our firm to build trust and recognition in the market.

Market Research and Analysis:

Conducting thorough market research to understand current trends, pricing strategies, and buyer behavior, providing clients with insights to make informed decisions.

Collateral Design:

Creating visually appealing marketing collateral, including brochures, flyers, and digital presentations, to showcase properties in an attractive and professional manner.



FIND US EVERYWHERE



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*“If you want to walk fast, walk alone.
But if you want to walk far, walk
together. — Ratan Tata.”*

Thank You
