

AANCHAL JAIDHARA

Director, Reliable Builders



A second generation entrepreneur, Aanchal Jaidhara has steered the company right away; setting new benchmarks, bringing the much needed dynamism

Reliable Builders are among the known names in the real estate sector and the company has shown phenomenal growth since Aanchal Jaidhara has taken over the reins as she joined her father Govind Jaidhara - who started the business from a scratch way back in early 90's with a initial stint as a real estate broker then gradually moving into a partnership with a construction and development firm finally to foray into fully owned construction firm – Reliable Builders in 2005.

Over 17 years now, the company has successfully completed over 1 Million sq.ft. of Construction within Navi Mumbai and Mumbai. Reliable Builders has never compromised on its quality, space, and service provided to its customers.

As Aanchal says, "It is a self-made organization that has achieved its popularity with only hard work and efforts put in by the company. We aim to provide our customers the product- the way they want it so as to give them the joy of living by coming to a home that is not only peaceful but in a way spacious quite enough making it to their pride."

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is consistency in delivering what we promise. What matters to us most is the relationship we build over time with our customers."

Her mantra is being customer centric with maximum utility space value, no matter what the cost so as to ensure a perfect deal. Reliable Builders want to make homes that enable people not only to dream about comfort living but also to provide them an environment where one could live a quality life. Reliable Builders has always been successful to put a smile on its customer's faces and has always served its customers even after the completion of the project with their basic needs and requirements. Working with a vision is to create extraordinary luxury for all; the company has taken pain, putting in enormous hard work while working on a project.

Aanchal elaborates, "Whenever we are in the process of working on a new project, our team takes a due diligence and efforts analyzing various probabilities and permutation / combinations. Say like different types of flats that we can offer, designing a 1 or 2

Bedroom Hall Kitchen (BHK) flat with the latest designs and maintaining a soothing atmosphere, identifying the that one sale factor that would prompt customers putting their



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trust and making an investment in our property. The entire team undertakes extensive research on how we can make living better at a cost that is affordable."

According to Aanchal, with the growing infrastructure and the growth potential Navi Mumbai is being ideal for expansion. The area is set for the biggest infrastructural boost and will now be an undisputed hotspot as far as real estate development in Navi Mumbai.

While the company has its projects in Navi Mumbai, Kharghar, Seawoods, Karanjade, Talaja, one of the recent to be completed is the Reliable Balaji Aanchal, as Aanchal puts it - a 28 storeyed exclusively designed Apartments with an ultimate reflection of the urban chic lifestyle at Ulwe, Navi Mumbai. She adds, "Explore any of our projects; what you will see is consistency in delivering what we promise. What matters to us most is the relationship we build over time with our customers."

Aanchal has not only been successful in leading the company, she has been equally successful in all her endeavors. Born in 1994

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to Mr Govind Jaidhara and Harsha Jaidhara, in Mumbai, while her father is a businessman her mother though being a qualified Teacher, is a homemaker. Aanchal was always inquisitive as a child who loved to learn many things. She is a double graduate with bachelors' degree in Mass Media, followed by B.Sc Psychology. She has also acquired her double masters in marketing from Cardiff University, Wales, U.K, along with management course in Family Business from the S.P Jain Institute of Management, Mumbai.

Aanchal has many more things in her 'To Do' list. She firmly believes that there is

a scope for improvement and she has been making the much needed change in her organization time and again, and the result is for everyone to see. She has been responsible for single handedly driving the company through COVID 2019 and making the transition without comprising on quality for; she believes Reliable Builders' mission is to deliver a dream home with honesty, loyalty, and reliability.