

'Real Estate is not a gender specific career'
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WOMAN OF SUBSTANCE



Anita Arjundas

'Real Estate is not a gender specific career'

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I have a work experience of close to 23 years. For 10 years I was in Consumer goods, then in the IT industry for three years. Eventually I moved to Mahindra Lifespace Developers, the real estate sector segment of \$14.4 billion Mahindra group, and it has been about a decade now. I never looked at Real Estate as a sector difficult for women to get a foothold. It's like any other business.

Back in 2002, when I joined Mahindra World City, India's first integrated business city, as Vice President of Marketing, establishing it in

Chennai was the biggest challenge of my career. There was an investment of over a few thousands of crores and we had no customers. We were pioneers in the business and to get companies like BMW and Infosys as our clients was a daunting task. But with hard work and definitely the leverage that the name 'Mahindra' has, I succeeded in making the World City grab eyeballs. One policy that stands out in the Mahindra Lifespace Developers is that we treat land as an entity and not opt for land banking for the sake of it. (As told to Suhani Devra)