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₹50/-

VIZAG

# red

redefines hyderabad

THE \_\_\_\_\_  
smart city  
INITIATIVES  
ON FAST TRACK, SAYS  
CHIEF GV

THE DIVA +  
**Smrite**  
UNVEILS HER  
TRYST WITH THE  
+ PAGEANT  
that transformed  
her life

MK BUILDERS  
CONSTRUCT  
POSH HUBS |  
REPLETE WITH  
MODERN AMENITIES

Hello

GORGEOUS +  
RITU VARMA



LIFESTYLE \ PERSONALITIES \ CINEMA \ FEATURE \ LUXURY \ EVENTS \ REVIEWS \ FOOD \ PARTIES



## AN EDIFICE BUILT ON — FRIENDSHIP —

By V. Sarada

Take a look at any creation of MK Builders. You are bound to realise that there is more to it than meets the eye. It may be a brick and mortar structure like any of its category. But there is a certain aura of love, trust and harmony that enwraps it. Perhaps, that is the reflection of the bond enjoyed by the two founders and friends of long standing. With the belief that a good friend is a connection to life, Mr. Mandadi Rathnaiah describes his partner as 'a tie to the past' and Mr. Kaatru Ramakrishna dubs his friend as 'a road to the future'. For the present, the duo is on Cloud Nine enjoying the stupendous success of their ventures. They have been together in life and profession for more than four decades, taking each step in great harmony. With honest efforts and hard work, they have crossed very impressive milestones. Unbelievable it may sound, but the devoted builders are like two ends of the same thought and never differ on any matter - trivial or significant.

Basically, our purpose was to rope in these builders of repute for an exclusive Trade talk and gather some ground realities and solid stories. But we do get distracted by their legendary relationship. It is anyone's guess that the name of the brand MK is derived from the first letters of their surnames. The other details of their journey including how they built this mighty real estate empire are in the following narration.



### EXCERPTS

#### Vizag call

**Ramakrishna (RK):** It was a desire to facilitate good education for our kids that prompted us to shift base to Vizag and look for an alternative profession. Inspired by our relatives - Mr. M.V.V. Satyanarayana, MP and the late Burugupalli Umamaheswara Rao, we entered this field. We did our homework well and carried out a recce before we set foot here.

**Rathnaiah (R):** Our very first venture under MK banner was launched in 1999. We procured a 838 sq. yard-plot in Rockdale Layout to build 16 flats which sold out like hot cakes. That success added spring to our steps. We successfully completed 40 projects till now.

#### Projects and Progress

**RK:** MK Gold Coast in Yendada is

our latest venture. In tie up with MW builders, we will be coming up with yet another community of 4000 flats in Madhurvada.

**R:** MK One, the sky-scraper will be one of its kinds in the region as we are including some unique facilities. 26th & 27th floors will be developed as environmental decks & will sport walking tracks, swimming pool, sky theatre and sky lounge. Along with MVV, we are having another project MVV-MK Park in Kurmanapalem. It will have 2000 flats.

#### Changing trends

**RK:** Our industry undergoes rapid changes, going by needs of people. Earlier, people wanted to have their houses in the heart of the city where all amenities are available. Now they opt for bigger spaces undeterred by the distance. Improved transport facilities & vehicle-owning capacity

are the reasons for this 'far from madding crowd' syndrome. So now we have gated communities in vogue.

**R:** The traditional time-consuming brick wall is replaced by RCC and Shear walls. Many procedures are speeded up with advent of new technologies.

#### The lure

**RK:** Meeting the demands of customers, we are building gated communities to offer every conceivable amenity.

**R:** Our new Vastu compliant ventures boast of exclusive clubhouse, jogging track, parks and children's play area, designer landscaping, space for laundry, drivers' lounge, multi-level parking, stand-by generator & 24x7 security services with Intercom & CCTV cameras.

#### Team strength

**R:** We had begun our journey with two employees. Today, we have 145 people on our roles and we employ a huge workforce on contingent basis.

#### Challenges

**RK:** Till date, the only one challenge we face is the lack of skilled workers. Even if we use material of top-notch quality, the end product does not get the desired finesse as it is handled by unskilled and untrained hands. Every other sector has the luxury of employing people with the professional knowledge. Unfortunately, we have to make do with semi skilled or 'not-skilled' workers.

The US built an enormous skilled work force by opening public school system in the last century itself. No wonder, it is the most productive nation in the world. We wish we too had institutes exclusively for streams like plumbing and electrical work. This solves two problems. The companies can hire the educated workers and those workers can earn better, further leading to income equality.

**R:** We have no continuity in hiring the

work force. The migrants quit & return to their homes at the drop of the hat. The reason can be as trivial as some social or religious function at home or as big as a pandemic.

#### USP

**RK:** People get emotionally connected to their homes & are eager to occupy them. For many, it is a lifetime dream and investment. Secondly, people take loans. The delayed occupation brings a tremendous burden on them as they have to pay EMIs, besides the rentals for their present homes. So right from day one, we made a resolution that the owners should be given the keys on the promised date. We keep up this promise, no matter what.

#### Success Mantra

**RK:** We are very careful and attentive at every stage of project's progression. Our task begins right from selecting the location. We have ventures only at those areas with growth-potential. We ensure every penny that the customer spends is accounted for & well-used. With years of experience, we have grown confident.

**R:** That explains the repeat customers we have. In MK Gold Coast, 40% of them are repeat customers.

#### Corruption

**RK:** It is on the decline. I feel it can be totally eradicated if we go for technical

alternatives and surplus supplies. For example, there was a time when we used to run from pillar to post to get a phone connection. We even needed to grease the palms of officials to get it. Today, the production is so copious that the phone companies come to our doorsteps with offers.

#### CSR activities

**R:** All our CSR activities are routed through CREDAI. We built a floor for the Chandrapalem school. We are into many welfare activities, but don't like to flaunt them as it is our duty to give back to the society.

#### Role of CREDAI

**RK:** I served as its Chairman for two terms. It is a very efficacious bridge between the builders & government. It takes critical look at the government policies and suggests changes, if need be. The CREDAI-arranged study tours for builders to help them upgrade their knowledge. Customers too can knock at its doors if they have any significant issue with the builders.

#### Future of real estate in Vizag

**R:** No need to fret over it at all as the market here is always stable. Even during the 2007 recession, this city stayed unruffled. It doesn't drastically react to any change. Richly blessed with nature's bounty, the city always remains as an attractive destination to live and raise families.





#### Advice to new entrants

**RK:** Build houses, keeping in mind the customer's dynamic taste. I can assure you that success will come tapping at your door.

#### Unforgettable incident

**R:** Every twist our lives have taken are unforgettable for us. Though we come from agricultural families, we could pursue education and go into teaching profession. From coming to Vizag, entering the real estate business to being able to provide livelihood & homes to innumerable families- every mark in our progress sheet is significant for us.

#### City of Destiny

**RK:** Visakhapatnam is a happening city and a safe haven for women. Mahatma Gandhi said, "The day a woman can walk freely on the roads at night is the day we can say India has achieved independence." That is the freedom women enjoy in this city. You find many of them walking alone and unescorted on the beach road, even at 11:00 in the night. Can you show me one place like this in the state? It is a hospitable and warm place and makes strangers feel welcome & at home. That is the reason why most of us settle here.

## PERSONAL JOURNEY

**RK:** I hail from Buchchaya Palem, W.Godavari. With two sisters and one brother, I had a happy childhood. I went to Kovvuru for schooling, Rajahmundry for graduation and Kakinada for post-graduation. I got married to Vanishree and have two daughters Suma, an Architect and Sanjana, who earned MBA degree from a US university. Little angle Sarvi, my granddaughter, is my stress buster.

**R:** I belong to Kakaturivari Palem, near Tangtur, Prakasam dist. and studied in Ongole and later on in Guntur. I am married to Radhika and our charming daughters Preethi & Deepti complete our family picture.

**Both:** We met for the first time at Devarapalli where we went to attend interviews in adjacent colleges. That was the day that opened doors to this life-long friendship and partnership.

## IN BRIEF

#### Idol

**RK:** Mr.Konda Rao is my godfather. I am lucky to have Rathnaiah as my friend, philosopher & guide. Mr.MVV Satyanarayana is my inspiration.

**R:** Ramakrishna is my life and soul. Nothing ever can come between us. Mr.Leelakrishana is yet another person I must mention besides Mr.Konda Rao who guided us in the right direction. MVV is of course our inspiration.

#### Future

**R:** Hand over business to daughters in 2025.

#### Dealing with the uninitiated

**RK:** That was no big deal as we belong to agricultural families and we were dealing with farm hands who were not educated. Perhaps, that helped us with a similar workforce here.

## MK GOLD COAST: SALIENT FEATURES

GVMC-approved Mega Residential project

2 Wings, 15 Floors each | 555 Three BHK Apartments

1300 Sft - 2900 Sq. ft areas North, East, West & South-facing units

Connecting bridges at 2nd, 4th, 8th, 12th & 14th Floors

## MVV-MK PARK

9 Acres, 65 Cents Area | 6 Hi-Rise Towers

Each Tower 2 Stilt + G + 9 levels | Total 2000 Units

All flats are 2 BHK

