



PROUDLY FEATURES

ARUN ALETI

in Issue of

Most
Influential Leaders
Steering the Business

World in 2026 

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SUSANNE J.
Editor

EnterpriseWorld

A NEW PERSPECTIVE OF BUSINESS

Hustle Culture-
Fuel for Innovation
or Modern
Exploitation

ARUN ALETI

CEO
Elemental Realty

Creating Eco-Friendly, Functional Spaces
That Prioritize Comfort and Lifestyle

Packaging
That Talks
Back- Oatly's
Bold Branding
Journey

TextCortex
Review- The
AI Assistant
That Learns
Your Voice

Most
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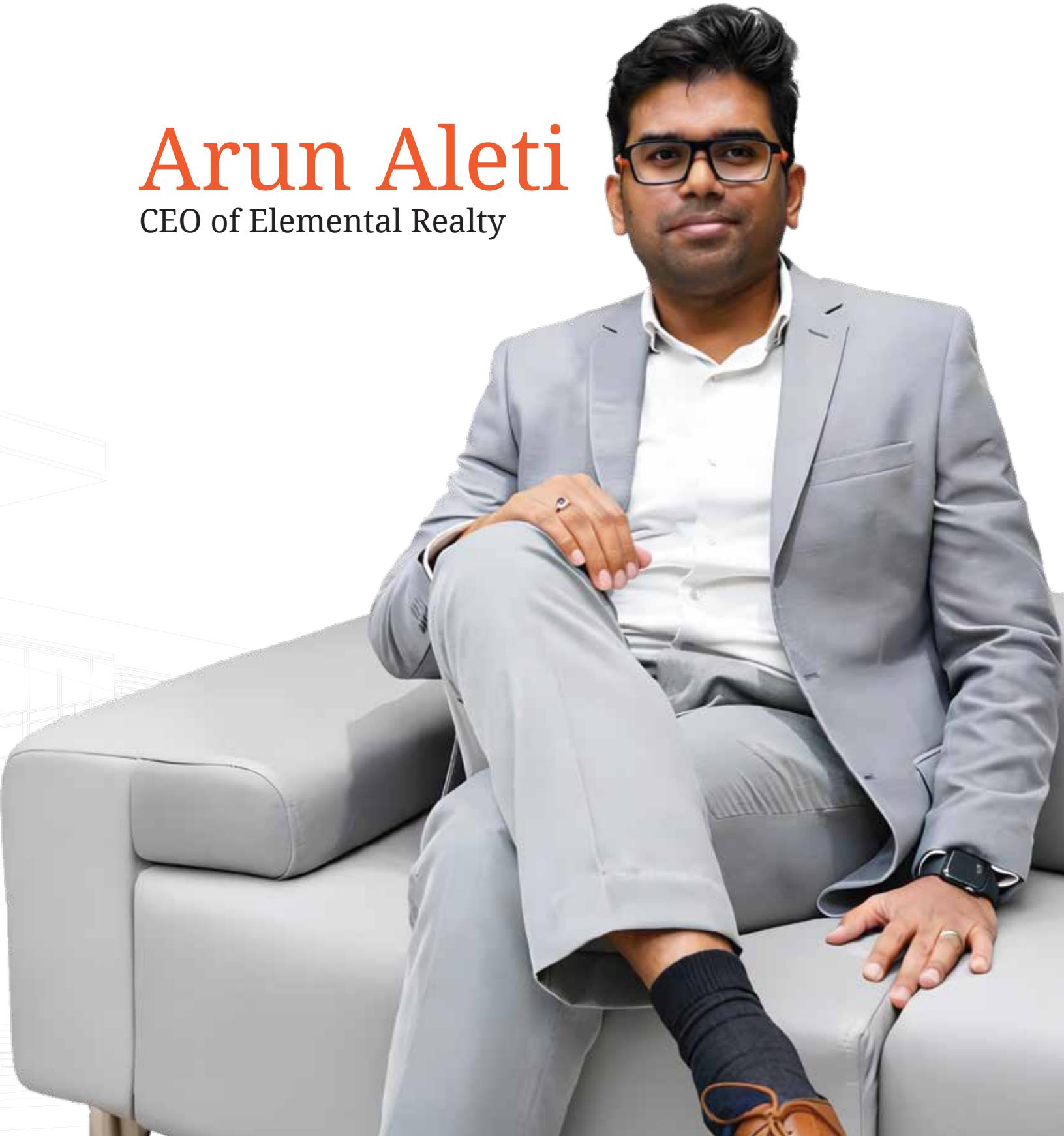
Crafting spaces that
Feel right, Function well &
Elevate You Into a
**Standapart
Lifestyle**

Too often, people invest in homes or offices that fail to meet their expectations whether due to delays, hidden costs, or designs that look appealing but don't support everyday living. This is why building with honesty, intention, and long-term value truly matters.

Arun personally oversees each aspect of the company, ensuring every project reflects efficiency, functionality, and meaningful value. Rooted in principles of natural light, fresh air, sustainability-driven choices, and low-density planning, he brings together sensible architecture and purposeful design to craft spaces that genuinely enhance everyday living.

Under his leadership, **Elemental Realty** has built a strong reputation across **residential, commercial, and industrial real estate** recognized for its **customer-first approach and unwavering ethical foundation**. The company's achievements include being honored as the "**Emerging Developer of the Year (South India)**" at the **8th India Property Awards 2023**, a milestone that reflects Elemental's vision, commitment to quality, and dedication to elevating real estate standards.

Arun Aleti
CEO of Elemental Realty



The Spark

That Ignited Elemental Realty

Almost eight years ago, Arun Aleti experienced the same disappointments many homebuyers face: unclear pricing, scattered communication, and designs that looked great but didn't truly support everyday living.

As an architect, he felt a strong need to change this pattern. He knew that **natural light, ventilation, and thoughtful layouts were not luxuries, they were essentials**. Yet these fundamentals were often overshadowed by glamorous amenities that added little to actual living quality. Arun realized the industry didn't just need better buildings, it needed **Better Intent, Better Honesty, Better Design Thinking**.

This inspired him to build a company shaped by the values he wished he had experienced as a customer.

What started as a personal experience evolved into a mission that now guides every project: **creating meaningful, practical, and trustworthy spaces that people feel truly connected to**.

Today, Elemental Realty stands as a reflection of that mission, proof that when a vision is rooted in real experiences, it can reshape an entire journey.



Our Mission

To refine Hyderabad's real estate sector by providing a differentiated & enhanced living experience through futuristic, sustainable yet personalized solutions.

Our Promise

The one core promise that drives us to always deliver the best is our commitment to help you stand apart.

Our Vision

To set distinctive standards for architectural brilliance and craft purpose-driven homes that elevate lifestyles with personalization and sensible designs.

Our Philosophy

Light, Air, Sustainability & Low-density in mind
[Everything we do in design, has a functional utility]



The Foundation of Early Credibility

As Arun began shaping Elemental Realty's identity, he quickly realized that earning trust in a competitive real estate market would be the first and biggest challenge. From day one, the focus was on building credibility through **transparency, accountability, and consistent delivery**.

Key Challenges and How They Were Overcome

1 Establishing Trust as a New Developer

The Challenge: Entering a market where credibility is earned slowly and skepticism is high.

The Approach: Arun prioritized **transparent communication**, sharing every update, drawing, and milestone with clients. By consistently delivering on promises, the company gradually built a reputation for reliability and honesty.

2 Balancing Creativity with Practicality

The Challenge: Designing spaces that were innovative yet functional, durable, and cost-effective.

The Approach: The team **experimented with materials and layouts**, learning to harmonize creative design with practical living needs, efficiency, and long-term value.

3 Navigating Legal and Regulatory Complexities

The Challenge: Managing approvals, compliance, and documentation with limited resources.

The Approach: Arun established **strong internal systems** and brought in the right experts, ensuring smooth execution, regulatory compliance, and predictable project timelines.

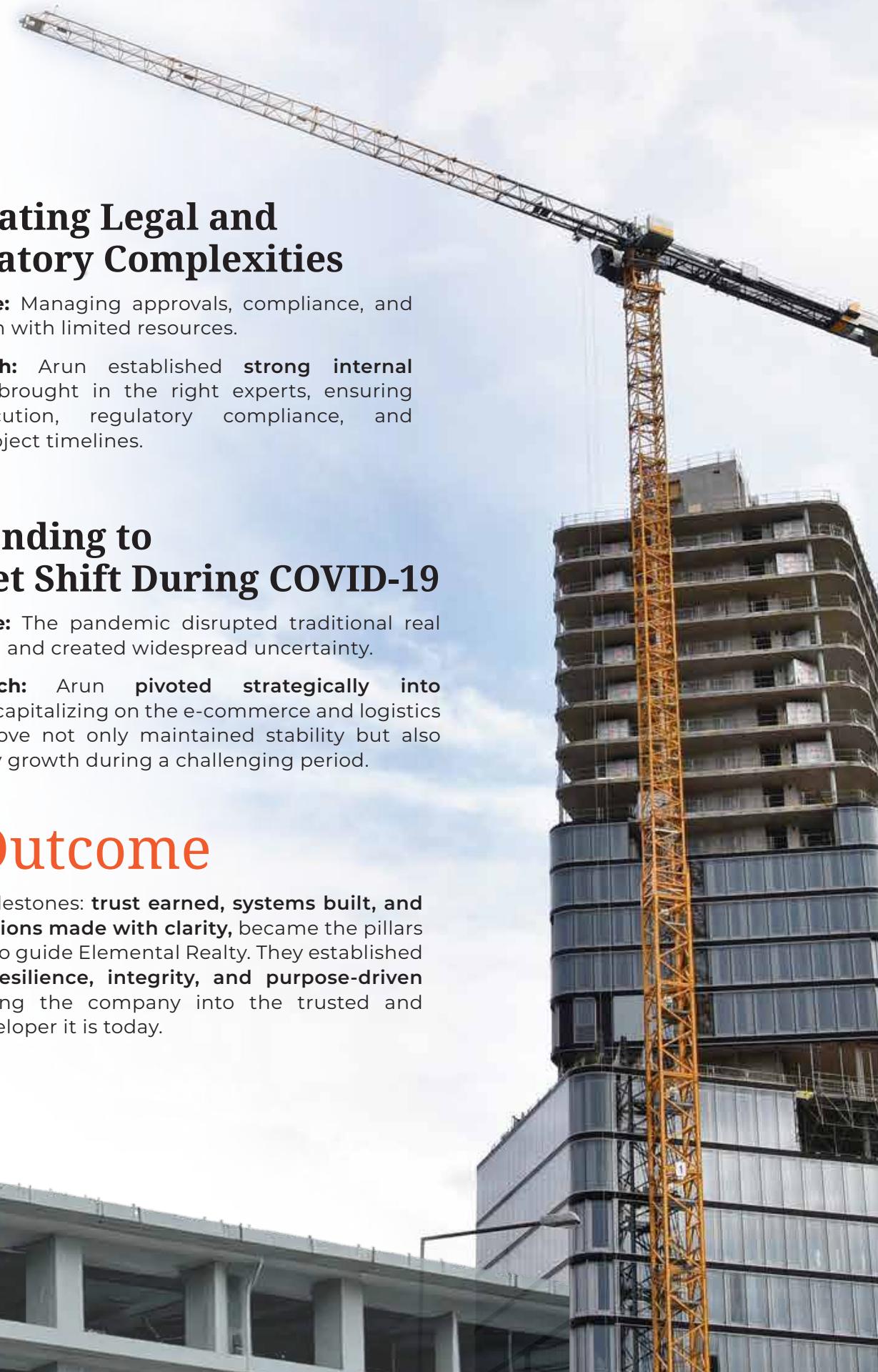
4 Responding to Market Shift During COVID-19

The Challenge: The pandemic disrupted traditional real estate demand and created widespread uncertainty.

The Approach: Arun **pivoted strategically into warehousing**, capitalizing on the e-commerce and logistics boom. This move not only maintained stability but also enabled steady growth during a challenging period.

The Outcome

These early milestones: **trust earned, systems built, and strategic decisions made with clarity**, became the pillars that continue to guide Elemental Realty. They established a culture of **resilience, integrity, and purpose-driven growth**, shaping the company into the trusted and innovative developer it is today.



What we have been doing?



**0.7 million sq. ft.
Delivered**

**0.6 million sq. ft.
under construction**

1.1 million sq. ft. signed

Elemental Realty has demonstrated a consistent commitment to **transparency, quality, and customer-centric development**.

Crafting Spaces That Elevate Living

The following highlights provide a glimpse of the **projects** that exemplify the company's commitment to quality, innovation, and lasting value.

Elemental Earthwoods (Kokapet)

A 1.4 lakh sq. ft. residential development offering 2 & 3 BHK apartments designed for modern, thoughtful living. The project emphasizes **natural ventilation, energy efficiency**, and features an iconic **green-wall façade**, spacious balconies, and sustainable building systems. Elemental Earthwoods combines **smart design, comfort, and environmental responsibility** in one carefully crafted community.



Elemental #337 (Nanakramguda)

A 2.5 lakh sq. ft. **commercial office development**, IGBC Gold-rated and designed for adaptability and long-term value. The building features expansive **natural light, green pockets on every floor, multilevel stilt parking**, and flexible floor plates for diverse business needs. One customer initially purchased a portion of space but expanded to occupy an **entire floor by the time of move-in**, highlighting confidence in the design and functionality. Elemental #337 is completely sold-out and witnessed a 65% price appreciation from first sale to the last sale.



Elemental Village (Patancheru)



Spread across **15 acres**, this community comprises **251 luxury villas** that merge modern living with a serene, nature-led environment. The **100% Vastu-compliant design** incorporates bay windows, skylights, private gazebos, and over **7,000 trees**. Residents enjoy landscaped open spaces, a clubhouse, jogging tracks, and 24/7 security. With **Tata Consulting Engineers as the PMC**, the project exemplifies quality and reliability. Notably, about **12 customers joined through referrals**, and **one customer purchased three villas**, reflecting the trust and confidence inspired by Elemental Realty's approach.



Elemental Warehouse (Kottur)

A 2.5 lakh sq. ft. large-scale warehouse supporting **HUL** operations with robust infrastructure and excellent connectivity.



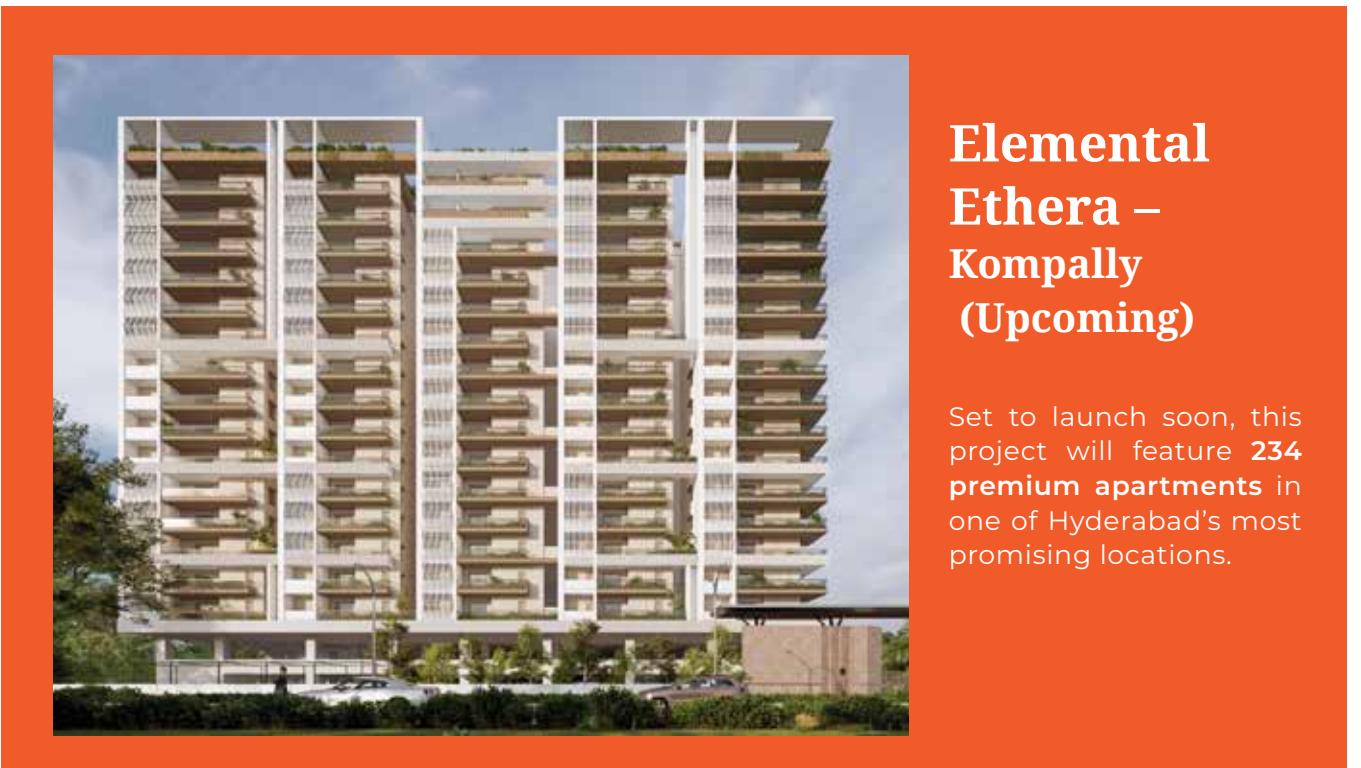
Elemental Warehouse (Bachupally)

A 25,000 sq. ft. state-of-the-art logistics facility built for **Amazon**, functioning as Hyderabad's largest last-mile delivery station. Designed for high-volume, time-sensitive operations, it strengthens e-commerce logistics and ensures faster, efficient deliveries across the city.



Orchards @Kollar (Upcoming)

A premium villa community inspired by **tropical, climate-responsive architecture**, Orchards@Kollar is designed like an orchard — airy, green, and naturally comfortable. Its thoughtful materials and **seamless indoor-outdoor integration** offer spacious, nature-connected homes for modern families.



Elemental Ethera – Kompally (Upcoming)

Set to launch soon, this project will feature **234 premium apartments** in one of Hyderabad's most promising locations.

Vision Ahead

Elemental Realty continues to expand its **balanced portfolio**, which includes saleable assets like premium residential developments and income-generating assets such as office spaces and warehouses.

Looking ahead, the company plans to **double its footprint within the next three years**. Its offerings range from **₹1 crore apartments** to **premium villas priced between ₹4-5 crores**, catering to a diverse set of customers while maintaining a steadfast commitment to **quality, functionality, and customer-centric design**.



Voices of Trust and Satisfaction



"I think that was the best decision ever that we had taken at Modak."

Aarti Joshi
CEO - Modak



"Best subject matter experts and one of the best honest leaders in building trust."

Mohan
Head of Infoservices (India)

Dr. J.P. Pattanaik
Villa Owner



“Dear Arun,
It was great meeting you in person. As I mentioned, before deciding on a villa at Elemental Village, we reviewed almost 100 projects. What stood out to us about Elemental Village were its uniqueness and thoughtful plans. We believe it will be a great project, offering excellent value for money to customers like us.

Venu Gopal Nayani
Villa Owner



Dear Elemental Village team
My comments or appreciation upon review of Jun'24 construction progress: the images and details represent the project's transparency.
Managing any housing project requires great organization, attention to detail, and effective project management—all of which your team has executed well. Thank you for sharing the status updates on a monthly basis.

Ranveer Kumar
Villa Owner



Simply 100% professional in all the aspects. The team is amazing when it comes to keeping you informed. Features and quality of architecture, design, and material is of top quality.

Awards & Recognitions

Elemental Realty's commitment has earned it widespread recognition across the real estate industry:



Together, these achievements reflect the **shared vision of Arun Aleti and Elemental Realty**: redefining modern real estate through transparency, innovation, and customer-centric development. The company's **track record of trust, repeat customers, and industry recognition** underscores its unwavering commitment to delivering spaces that genuinely **enhance quality of life**.



Empowering Teams, Elevating Spaces

Talent Development & Growth Culture

At Elemental Realty, the philosophy is simple, **great spaces are built by great people**. The company has cultivated a work culture that **nurtures learning, creativity, and collaboration**, recognizing that empowered teams drive innovation and quality.

Key Features of the Culture:

- Continuous Learning & Development:** Employees are encouraged to pursue certifications, distance education, and skill-building programs. Many teammates have already taken such courses to strengthen their expertise.
- Hands-On Exposure Across Roles:** Through initiatives like **Elemental Elevate sessions**, employees share knowledge and gain insights from different departments, fostering cross-functional learning and collaboration.
- Adoption of Digital Tools:** AI-powered systems, including ChatGPT, are integrated to **enhance creativity, efficiency, and problem-solving** across the organization.
- Mentorship & Open Communication:** Regular mentorship programs and biannual innovation sessions provide a platform for experimentation, idea-sharing, and bridging gaps within the company.

This culture of **freedom, growth, and meaningful contribution** has earned Elemental Realty the **Great Place to Work (GPTW) certification for three consecutive years**, underscoring its commitment to employee well-being, engagement, and professional development.

By investing in its people, Elemental Realty ensures that every team member is equipped to contribute to the company's vision of creating **functional, thoughtful, and inspiring spaces** for its customers.



With Arun Aleti



Wisdom for Emerging Leaders

- **Balance Courage with Clarity:** Take bold risks, but pause, reflect, and course-correct when needed.
- **Anchor in a Clear Vision:** Choose a vision that excites, challenges, and motivates consistent effort.
- **Stay Resilient:** Navigate market shifts and challenges with persistence and grounded decision-making.
- **Build Strong Teams:** Surround yourself with diverse, independent thinkers who grow alongside the organization.
- **Embrace Continuous Learning:** Stay curious, adopt new ideas, and improve skills, processes, and mindset consistently.
- **Focus on Steady Progress:** Long-term success comes through thoughtful decisions, consistent effort, and incremental growth.

5 Impactful Business Mantras

1

Build with Transparency

Always keep customers informed, from timelines to costs, ensuring trust and credibility.

2

Prioritize Functionality

Design spaces that balance aesthetics with practicality, comfort, and sustainability.

3

Embrace Innovation

Leverage modern technology, materials, and design solutions to enhance efficiency and quality.

4

Adapt with Resilience

Respond to market shifts, challenges, and opportunities with agility and persistence.

5

Invest in Teams

Strong, skilled, and motivated teams are the backbone of long-term success and consistent delivery.

Q&A

Q

One tool or app you would recommend to professionals in your industry?

LivSyt, Zoho CRM

Q

One quote that motivates you the most

Power of continuous improvement
 $(1.01)^{365} = 37$
 $(0.99)^{365} = 0.025$

Q

One piece of advice you would offer to upcoming entrepreneurs or future business leaders

Have risk appetite, clearly define where to step back.

Q

One movie or book you recommend everyone in business or leadership should experience

The Big Leap: Conquer Your Hidden Fear And Take Life To The Next Level

Book By Gay Hendricks