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“The business environment created by the UAE Government encourages initiative and facilitates focused growth.”

Engr. Nur Alam Choudhury
CEO, Prestige Constructions LLC





Residential Township



Healthcare Facility



Educational Edifice



Shopping Mall



Gated Community



Warehouse



Industrial Infrastructure



AT PRESTIGE, WE'RE BUILDING OUR PROJECTS. OUR BUSINESS. OUR PEOPLE.

Over the years, Prestige Constructions has grown from strength to strength, laying each brick with strong ethics and morals. The development has been multi-faceted and richly diversified across the verticals of residential, retail, educational, social and industrial. What we do speaks volumes more than what we profess. The multifarious range of projects we have accomplished till now imbibe our passion to think beyond conventions and actualize any dream into an immediate tangible experience

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RAISING THE BAR IN THE REAL ESTATE SECTOR



Eng. Nur Alam Choudhury, Chief Executive Officer, Prestige Constructions LLC

Dedication and on-time delivery is Prestige Constructions' trademark, as it goes on to build new landmarks

BY ISHTIAQ ALI MEHKRI

Eng. Nur Alam Choudhury is an exceptionally successful leader. He has risen with his passion and has made a mark on the construction landscape of the UAE. The Chief Executive Officer of Prestige Constructions LLC is humble and down to earth, as he says the success is owing to teamwork, and the opportunities that the UAE offers for business and development. Prestige came into being in 2007, as after almost a decade of struggle, Engr. Choudhury led from the front to carve an independent identity for himself. Prestige is an outcome of his vision to introduce innovation and modernity in the construction sector, and he did it with thumbs up.

The civil engineer won laurels for himself among his contemporaries as he picked up projects that were ambitious, and were instrumental in helping the UAE become a magnet in the real estate sector.

In an exclusive interview with *Khaleej Times*, the CEO of Prestige Constructions said that there are two benchmarks in the construction industry: One, quality of construction; and two, on-time delivery of projects. He takes pride in the fact that his company has come up to the expectations of the clients on both the counts, and this is why Prestige Constructions enjoys the reputation of a committed developer.

Engr. Choudhury has an energetic staff of around 4,000 people, as well as 300+ highly professional engineers who ensure that Prestige lives up to the expectations of one of the most competitive industries in the UAE.

"We are not stereotyped as we do construct all kinds of projects in the verticals of residential, retail, educational, social, industrial, in which Prestige has done exceptionally well," Choudhury exclaimed with a confident smile on his face. The workaholic environment at his office is one of great coordination and inevitably makes it as friendly as a family at work. But commitment and professionalism are what Prestige adheres to as it scales new heights of success, which is an outcome of Engr. Choudhury's insight for a second-to-none company.

Prestige is a recipient of several local and international awards and has successfully delivered multiple number of landmark projects. To name of few, many hospital projects like 500 bedded multi-specialty hospital for Gulf Medical University, City University College of Ajman, high-end gated community at Al Zorah and many more. Noteworthy to mention that Educational edifices remain one core areas of Prestige, as much as that it has constructed more than 15 schools across the Emirates and few more on the way to accomplishment.

Commercial/Residential Buildings and Shopping Malls in Ajman, School Infrastructure in Sharjah, Industrial units in Jebel Ali, mix-raised buildings in Jumeirah Village Circle and Jumeirah Village Triangle and Latifa Hospital in Dubai are few ongoing projects to be mentioned. He further takes pride that Prestige is ex-

PRESTIGE IS DESTINED TO BUILD LAND MARKS

The company has introduced innovative and modern techniques in the construction industry and is at the vanguard of change

cuting construction of AZIZI Riviera 3 residential units along the Dubai Canal. "It is a one-billion-dirham project, and we plan to complete it in 18 months," Choudhury confidentially remarked.

The CEO says that the UAE is growing and there is no looking back. He is convinced that the construction boom in the UAE will have its dividends, and makes it a point by saying that his company bids on a minimum of 15 to 20 projects every month. "This reflects the buoyancy of the construction industry, and is destined to go a long way," Choudhury pointed out. He went on to say that we prefer bidding on high value projects as they facilitate the quality of our services and is also cost-effective.

While elucidating his contribution towards his motherland, Choudhury said that more than 80 per cent of the staff is from the Indian subcontinent, and ultimately contributing towards its foreign exchange.

He is all praise for his second-home, too. "The dream envisaged by Sheikh Zayed bin Sultan Al Nahyan and Sheikh Rashid bin Saeed Al Maktoum was to create a strong and affluent country having a strong commercial backbone. The UAE offers the greatest opportunity for growth in the construction industry, and I grabbed it. The UAE's system is very supportive and we Indians have done a great job to the best of our abilities."

The Prestige CEO said, "The business-friendly environment created by the Rulers of the UAE is unique and task-oriented." He recalled how in the early 2007 when Prestige opened its arm in the desert land with new dreams and aspirations, global economic crisis took hold and GCC countries, especially the UAE, underwent reversals of speculative capital inflows. Notwithstanding, Prestige overcame and made a strong foundation amid all economic upheaval. "I'm a fighter, and I believe in the art of possibility. Prestige is my brainchild and a landmark when it comes to the arena of constructions," he enthralled.

Choudhury believes in expansion, and Prestige Constructions has already expanded a number of associate businesses that complement their core construction activities. The associated businesses are formed through strategic joint ventures to provide specialist services including MEP, Joinery and Metal Works etc. He envisions that Prestige Constructions will soon be a company of 20,000 employees, as "I trust the synergies of my workforce."

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Prestige Constructions LLC brings with it two decades of experience, and is on the rise. Its policy is to employ strong work ethics and strive for success. The company's speciality is to guarantee timely-delivery of projects and that too without compromising on quality.

Prestige is built on a strong foundation of satisfying customers, and is quite conscious of its clientele requirements. Having worked with big names in the industry, it enjoys great respect and is a popular name across Ajman, Dubai and Sharjah. The company has plans for expansion all across the UAE.

Prestige Constructions has introduced innovative and modern elements in the industry in order to differentiate it amongst the competitors. Prestige operates with the state-of-the-art machinery and equipment and ensures timely delivery of projects.

Prestige has worked on numerous remarkable projects, which has elevated its stature in the UAE. The projects that have made Prestige indispensable in the industry.

The CEO of Prestige Constructions, Engr. Nur Alam Choudhury, has led the company with passion, and has a dream to make it big. Fortunate for him and the company is the economic diversity that the UAE offers for business leaders from across the world. This has helped Prestige Constructions as well to make inroads in the construction industry with new ideas and a developmental vision. Moreover, the liberalisation of real estate and property laws have made it a big success.

Concept of freehold real estate projects, one window solution, 100 percent foreign ownership has cumulatively buoyed the construction sector. Cost of construction in the UAE is lower as compared to other developing countries. Likewise, continued influx of expatriates from all over the world has turned the UAE into a hub for some of the best construction projects in the world.

The CEO believes that he has been at the right place at the right time when the seed of Prestige Constructions was sown the business fertile lands of the UAE.

The UAE's construction industry is one of the most promising in the GCC region. Additionally, Expo 2020 has further cemented the rise of UAE as a construction magnate in the region, as countless industrial, commercial and residential projects are coming up. A research study by Knight Frank, an international prop-



THE UAE'S CONSTRUCTION INDUSTRY IS ONE OF THE MOST PROMISING IN THE GCC REGION. ADDITIONALLY, EXPO 2020 HAS FURTHER CEMENTED THE RISE OF UAE AS A CONSTRUCTION MAGNATE IN THE REGION

erty consultancy, says that the UAE's industrial sector has grown by 31 per cent in the last 10 years. It hopes that the stride will continue at the same pace in the decade to come. Rents have also risen, in Dubai particularly, which causes real estate developers to propose as many projects as possible, therefore needing construction companies such as Prestige to help fulfill new demand. With Expo 2020 around the corner, the construction sector is expected to grow in leaps and bounds.

Taking into account the graph of construction-related activities in the UAE, owing to increased demand for new residential and commercial units, it is crucial for Prestige to come up to the expectations of its clients. Diversification remains the key to achieve sustainable growth in the UAE and the federal government under the guidance of its two visionary leaders, HH Sheikh Khalifa bin Zayed Al Nahyan and HH Sheikh Mohammed bin Rashid Al Maktoum is quite optimistic about encouraging the non-oil sector to maintain its major role in the country's economy. Prestige has a roadmap and the commitment to do so. It has adopted an environment-friendly approach in its construction profile, and has one of the best practices at work. This is why Prestige has been Awarded various ISO and Safety Certifications by Quality Registrar System which is accredited by Dubai Accreditation Department (DAC). This certification commits Prestige to environmental laws and provides a framework for the organization to adhere to. Prestige is mindful of reducing carbon footprints, without undermining its service or delivery quality. The system has allowed Prestige to attract a larger number of customers who are environmentally conscious.

Prestige Constructions under the able leadership of Engr. Choudhury has set ambitious targets for itself, and is at the forefront when it comes to professionalism, quality and service. It believes that innovation and adaptability is part of its corporate versatility. Its projects are exemplary and cater to the best of engineering and civic facilities, in relevance with the highest standards set by the UAE.



WE ARE NOT STEREOTYPED AS WE DO CONSTRUCT ALL KINDS OF PROJECTS IN THE VERTICALS OF RESIDENTIAL, RETAIL, EDUCATIONAL, SOCIAL, INDUSTRIAL, IN WHICH PRESTIGE HAS DONE EXCEPTIONALLY WELL.

EngR. Nur Alam Choudhury