



# PREMFORD

Built on Trust, Defined by Quality

Marketed by  
**BRIDGEFORD, PREMSONS LLP & NOUVEAU JAINFINITY**



## ABOUT **PREMFORD**

Premford stands at the forefront of Jharkhand's real estate evolution, spearheading a new era of development characterized by contemporary design and uncompromising quality. Our mission extends beyond constructing buildings; we create thriving ecosystems for residential and commercial growth. With a focus on premium and affordable premium projects, Premford upholds the highest standards of transparency and excellence, shaping the future of urban living in the region.

*“Built on Trust, Defined by Quality”*

Trust is the cornerstone of everything Premford does, from building relationships with its customers to turning their dream spaces into reality. The unmatched quality with which we operate is what defines our legacy.





## THE PREMFOR EXPERIENCE



### HIGH-QUALITY CONSTRUCTION

Delivering excellence by using the finest construction materials, ensuring superior quality and lasting durability in every build.



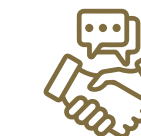
### SPEED OF EXECUTION

Our skilled experts with strong supervision ensure a streamlined process resulting in on-time delivery of projects.



### MODERN & CONTEMPORARY DESIGN

Partnering with nationally renowned architects who create distinctive designs that perfectly blend modern aesthetics with functionality.



### TRANSPARENCY

We prioritise clear communication, regular updates, and open access to project details, ensuring customers are always informed. Our commitment to transparency is reinforced by a responsive support team, building lasting trust.



### TRUSTED LEGACY

Our legacy is built on over a century of trusted partnerships, where generations of excellence and goodwill have earned us a reputation for quality and integrity in the community.



# VISION

To be the leading real estate firm in Jharkhand, recognised for our excellence in development, innovative designs, and unwavering commitment to customer satisfaction. We aim to transform the landscape of the state by setting new benchmarks in quality, speed, and transparency, creating enduring value for our communities and stakeholders.

# MISSION

To become Jharkhand's most trusted and innovative real estate developer, delivering high-quality projects with speed and precision. We are committed to modern and contemporary designs, fostering trust and transparency with our partners & stakeholders, and maintaining a customer-centric approach by collaborating with the finest architects in the country and state.





OUR PROPOSED  
UPCOMING  
PROJECTS



*Naturum*

by  **PREMFORD**  
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- Located in one of the greenest and vibrant neighborhoods of Ranchi – Kanke Road Naturum by Premford embraces nature's essence, integrating organic elements seamlessly with modern architecture.
- Each unit extends into semi-outdoor decks, providing a harmonious connection to the outdoors, while the wrap-around balconies create a cohesive and flowing aesthetic.
- Wooden screens on the decks add unique façades that offer privacy and shade while allowing filtered sunlight to create dynamic patterns, thereby blending functionality with distinctive visual appeal.

*नेचरम*

NATURUM, (3rd Plot) on lane next to Reliance Digital (Opposite Rock Garden), Kanke Road, Ranchi-834008

RERA No: JHARERA/PROJECT/187/2024









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TEAM



# Narayan Prasad Jalan

*“To transform the skyline of Ranchi by developing marquee real estate projects that set new benchmarks in architectural brilliance and modern living.”*



Mr. Narayan Prasad Jalan’s leadership ability to excel in varied sectors underscores his versatility and deep understanding of market dynamics. From real estate and education to entertainment, Mr. Jalan’s unwavering commitment to innovation and quality has consistently delivered exceptional results.

For over a decade, he has been instrumental in shaping the real estate landscape under the Jalan Group banner. His projects, notably Sky-deck 72, have garnered international recognition, including the prestigious Plan Award in 2023, setting new benchmarks in luxury living through innovative design and superior craftsmanship.

In the education sector, he spearheads the Bridgeford Group of Education, overseeing five schools that serve over 6,000 students. These institutions are celebrated for their cutting-edge teaching methodologies and consistent academic excellence.

His influence extends to the entertainment industry through the Eylex brand, a cinema chain operating across five states. With a commanding 40% market share in Jharkhand, Eylex is renowned for its state-of-the-art facilities and award-winning designs, redefining the movie-going experience.



SKY DECK 72



Award-winning real estate projects by Jalan Group, featuring designs by renowned Architect Sanjay Puri



# Punit Kumar Poddar

*“For more than 100 years, my family has been synonymous with excellence and integrity in the textile and automobile industry in our region. Our business ethos has always centred around a customer-centric approach, and we have consistently strived to uplift the community through our philanthropic endeavours. This legacy of trust, quality, and social responsibility forms the bedrock of Premford as well.”*

Punit Kumar Poddar, a visionary entrepreneur from Ranchi, successfully diversified his family’s 100-year-old textile business into the automobile dealership sector. His bold transition demonstrates exceptional foresight and business acumen in adapting to market changes. Widely respected for his philanthropy and community involvement, Mr. Poddar has become a key figure in Ranchi’s socio-economic landscape. His insightful leadership and extensive knowledge have earned him influential positions in esteemed institutions. Poddar’s journey exemplifies modern business leadership, balancing commercial success with significant societal contributions.

- △ He has expanded the family business under the ‘Premsons Group’, an award-winning Maruti Suzuki dealership. It has achieved ‘20 All India Top’ awards, in addition to the award for ‘Best Customer Satisfaction’.
- △ Under his Chairmanship, a state-of-the-art Cardiac Centre has been established recently at Nagarmal Modi Seva Sadan, Ranchi with a motive of providing affordable quality Cardiac Treatment including CathLab and Heart Surgery.
- △ The first Maruti showroom was recognised by Maruti Suzuki and awarded ‘The Best Showroom’ award for its exceptional infrastructure. He has successfully built over 50 automobile outlets across the state.
- △ He is also involved in academic leadership at St. Xavier’s College and Ranchi Women’s College. Additionally, Punit serves in governance roles at Ranchi Gymkhana Club and D.A.V Nandraj Public School
- △ He holds key roles in Ranchi, including Vice President of Ramakrishna Mission Ashram, President & Trustee of Ranchi Gaushala Nyas, and Sr. Vice President at Nagarmal Modi Seva Sadan, among others.
- △ Punit has contributed to the successful establishment of 25 Dawai Dost stores across Ranchi, offering medicines at up to 85% discount to the general public. Through this initiative, Premsons & Bairoliya Trust has been serving over 60,000 patients per month and has collectively helped save more than ₹20 Crores annually for the society.



50 Showrooms and Workshops



# Akash Jalan

*“Through our world inspired modern designs, innovative and thoughtful development, we aim to transform the skyline of Ranchi, leaving a lasting impact that enriches the lives of future generations and elevates the standard of living in our community. We are dedicated to building not just structures, but a heritage of quality and distinction that will be admired and cherished for years to come.”*



A visionary business leader, Akash Jalan holds a Bachelor’s degree in Business Administration from the American University of Sharjah, complemented by advanced studies at prestigious institutions including The Wharton School and Harvard University. His diverse experience spans into aviation, IT, media, e-commerce, and real estate, including a tenure with the Majid Al Futtaim Group in the UAE.

- △ In 2005, he joined the family business, initially in paper manufacturing, and later became a Director at Eylex Films Pvt Ltd, driving growth in the entertainment sector
- △ In 2009, he transitioned from Dubai to India to spearhead the expansion of Eylex, a then-nascent entertainment venture with just two screens in Ranchi.
- △ Under his leadership, Eylex has grown exponentially, now operating 34 screens across six states, making it one of the leading players in the Eastern Indian entertainment industry.

△ The Jalan Group under Akash, has built a reputation for delivering high-quality residential and commercial projects that prioritise the needs and trust of its clients. His dedication to exceptional craftsmanship, innovative design, and clear communication have set new standards in the industry.

# Awadh Poddar

*“At Premford we merge over a century of our family’s legacy with dynamic innovation to revolutionise real estate. With the same laser-focused precision and with the same passion that drives our success in the automobile industry, we are committed to creating a new benchmark in real estate business. Welcome to a new era of real estate excellence.”*



Awadh is a graduate in Business Economics from the University of Exeter. He has completed his master’s in Economics from the University of Manchester and Family Business Management from the Indian School of Business.

- △ Since joining the family automobile business, Premsons Motor in 2014, Awadh has orchestrated a remarkable expansion of the company. Under his leadership, the company’s annual turnover has more than doubled, surging from ₹400 crores to an impressive ₹1000 crores by 2024. Premsons Motor has since then expanded into 14 service workshops and 4 Nexa showrooms
- △ Simultaneously, Awadh’s forward-thinking approach led him to explore the burgeoning field of electric mobility under ‘Premsons Energy’ Ather dealership with outlets in Ranchi and Jamshedpur.

- △ Under Awadh’s leadership, Premsons Group ventured into JCB- authorised dealership ‘Premsons Earthmovers’ with 10 authorised outlets across Jharkhand.
- △ Maruti Suzuki recognized his exceptional business acumen by honouring him with the prestigious ‘Young Entrepreneur of the Year’ award.
- △ Awadh spearheaded the launch of the Entrepreneurs’ Organization Ranchi chapter and was also selected as the founding President.
- △ He continues to expand his knowledge and business acumen by pursuing courses at prestigious institutes like IIM Ahmedabad and Harvard Business School.



# Akhil Jain

“Our mission is to provide exceptional living and working spaces that enhance the quality of life. With a commitment to excellence and a passion for growth, we strive to make a significant impact in the communities we serve.”



Akhil Jain is a Chartered Accountant, having completed his education at Delhi Public School Ranchi and received his professional qualification in Bangalore.

- ▲ Akhil completed a 3-year articleship at Ernst & Young, Bangalore, specialising in the Statutory Audit division. He gained extensive experience auditing retail estate and pharmaceutical sectors.
- ▲ He played a crucial role in successfully closing two major M&A deals, including expanding a retail yoga studio chain Pan India and facilitating a high-value OEM manufacturing company acquisition by a US-listed MNC while working with a boutique investment banking firm
- ▲ Akhil founded Insightful Consultants in 2018, providing consultancy services to small and mid-sized companies, serving as a virtual CFO for multiple startups.
- ▲ He established a successful Bluestone retail jewellery showroom franchise in Bangalore. It was recognised as one of the top 3 sales performers in the city, consistently achieving record-breaking monthly sales figures over the past year.
- ▲ As a partner at Artha99 Venture Capital, he supports early-stage startups by offering finance and compliance advice as a virtual CFO
- ▲ He is an active member of the Jain International Trade Organisation and other esteemed social organisations.

## CONTACT DETAILS

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