

Manoj Sethi Builder: A Visionary Transforming Delhi NCR's Real Estate Landscape



Introduction

In the dynamic world of real estate, few names resonate with innovation and trust as profoundly as [Manoj Sethi Builder](#). As the Chairman and Managing Director of AMB Group, Manoj Sethi has been

instrumental in reshaping the skyline of Delhi NCR, introducing projects that blend modernity with sustainability.

Early Endeavors and the Birth of AMB Group

The journey began in 1988 when Manoj Sethi founded CITIDEALS, aiming to provide professional real estate consultancy and corporate solutions. Focusing on emerging commercial hubs like Okhla Industrial Estate and Mohan Co-operative, CITIDEALS quickly garnered attention from leading Indian corporations. This success laid the foundation for the establishment of AMB Group, marking the start of a transformative era in real estate development. Strategic Expansion into Noida and Greater Noida

Recognizing the potential of burgeoning areas, AMB Group expanded its operations to NOIDA and the NOIDA Expressway, including regions like Knowledge Park V, Techzone, and Ecotech in Greater Noida. This strategic move allowed the company to diversify into larger developments, setting the stage for future ventures in Gurugram.

Gurugram: The New Frontier

In 2008, under Manoj Sethi's leadership, **AMB Group** shifted its focus to Gurugram, acquiring significant real estate tracts. With expertise in feasibility analysis, site acquisition, and obtaining necessary approvals, the company made substantial progress, collaborating with reputed builders and developers for residential and commercial projects.

Landmark Projects: Selfie Square and Selfie Street

AMB Group's commitment to excellence is exemplified in its landmark projects. Selfie Square, located in Sector 37D on the Dwarka Expressway, is a mixed-use development spanning 4 acres with a saleable area of 4 lakh sq.ft. It offers a blend of high-street retail and contemporary workspaces, catering to the evolving needs of businesses and consumers. Similarly, Selfie Street in Sector 92, Gurugram, stands as a testament to the company's innovative approach, providing state-of-the-art commercial spaces.

Core Values and Vision

At the heart of AMB Group's operations are its core values:

- **Integrity:** Conducting business the right way.
- **Trust:** Building relationships by keeping promises.
- **Respect:** Valuing customers, employees, and associates.
- **Professionalism:** Adhering to processes and guidelines to achieve unparalleled results.

The company's vision is to be a preferred and admired real estate organization for its customers, people, and associates.

Innovative Design and Customer-Centric Approach

Manoj Sethi Builder's projects are characterized by innovative designs that cater to the changing demands of the market. The company prioritizes customer satisfaction by delivering projects aligned with clients' expectations, ensuring that each development is both functional and aesthetically pleasing.

Sustainability and Future Outlook

With a focus on sustainable and customer-focused commercial developments, AMB Group continues to lead in the real estate sector. Under Manoj Sethi's visionary leadership, the company is poised to introduce more innovative projects that will further transform the real estate landscape of Delhi NCR.

Conclusion

[**Manoj Sethi Builder**](#) journey from a consultancy firm to a leading real estate developer exemplifies a commitment to excellence, innovation, and customer satisfaction. As the driving force behind AMB Group, Manoj Sethi continues to shape the future of real estate in Delhi NCR, setting new benchmarks in the industry.