



SHASHANK PARANJAPE – MANAGING DIRECTOR OF PARANJAPE SCHEMES (CONSTRUCTION) LTD.



Shashank Paranjape, a dynamic entrepreneur started the real estate business alongwith with his elder brother Shrikant Paranjape in the year 1987. The duos today are known for ethics and transparency in business and have earned trust and faith of its customer base of 11,000 families.

Shashank is the Managing Director of the company - Paranjape Schemes (Construction) Ltd. He always had a flair for marketing and design. This is how he heads the marketing and designing departments and looks after the execution of projects. Paranjape Schemes has made a large portfolio in a span of 25 years and credits a gamut of projects in residential, commercial, township, hospitality, institutes, senior-living and SEZ segments. The completed projects by the company are to the tune of 15.6 million sq.ft., under construction and upcoming projects area is around 20 million sq.ft. and a land bank of 24.6 million sq.ft.

Excellent relations with all the stakeholders, associates and customers, is Shashank's strength. He believes in creating not just home but a whole bunch of vibrant communities. This gave birth to the concept floated by the company called "The Happiness Network" where the company creates a platform for all its society to come together and participate in sports and cultural activities. It is through this network that a monthly news-letter is circulated which also give yet another avenue to the customers of the company to portray their talents, market their business and get information on varied topics.

Shashank has been on board of Paranjape Schemes for a while. He is also a board member of Educational Institutions like Parle TilakVidyalaya's Association in Mumbai, Blue Ridge Public School in Pune. Shashank is passionate about his work in real estate as well as his contribution in social activities. He has been a forerunner in promoting various drives like tree plantation, implementing environment friendly systems vermi composting, rainwater harvesting, sewage treatment plants and solar systems.

Thus, being a man of social conscience, he is the Director of Athashri Foundation, a non-profit organization that works for the senior citizens and Director of SEDT (Socio Economic Development Trust) which works for the destitute and orphan children in rural Maharashtra.

In spite of his busy schedule Shashank is ever willing to pursue his hobbies like painting, farming and playing tennis. He loves to travel places, garner the best and implement it in the projects constructed by the company. It is Shashank who brainchild Athashri – a senior citizen's project and brand which has been a pioneering concept executed by the company.