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## The 'Legends' of real estate

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partners: Mr.B. Rajashekar Reddy and Mr.B. Nageshwar Rao of Legend.

Have you ever heard of the success story of any real estate player who has been able to make it big in the sector just by cashing in on the strategy of word-of-mouth publicity and novelty value of the projects?

It may sound pretty strange but Legend, one of Hyderabad's leading real estate companies, is now on course to become one of the state's best. Its managing director, B. Nageshwar Rao and his partner, the executive director, B. Rajashekhar Reddy, have not only been able to stand the ravages of time but also made it big primarily by cashing in on the word-of-mouth publicity courtesy the company's novelty value.

"When we forayed into the sector in 1998 with a project named Sri Laxmi Residency at Narayanguda, at that time we made a promise to ourselves that ours will be a value-driven company. And till now, having completed more than 80 premium residential projects, we still cling on to that principle," said the MD of Legend, B. Nageshwar Rao.

He says, "I believe that in the residential segment, word of mouth plays a more important role than pursuing mindless publicity gimmicks. The reason behind this logic is that whenever a person decides to buy a home he/she not only enquires with his extended family members, colleagues, neighbours, friends and relatives about a project but also seeks their opinion and in some cases the seal of approval from them as well.

"That is the reason why we place more stress on product value and customer-friendly interactions. We also conduct a puja every year in which all the residents participate," Rao says. On being asked about the company's condition during the slump period of 2008 to 2011, he says, "The slump took place because of political uncertainties and economic downturn. But even during those days, every day we used to get at least 20 footfalls at our office for the projects."

Speaking about his company's future plans, the builder says, "Now we want to position ourselves in the premium segment and for that various high-end projects are being lined up for the financial year."

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