

## **An abiding resolve to build homes, not houses**

Armed with prestigious degrees in Architecture from IIT Kharagpur and J.J. School of Architecture respectively, Kamal and Shibaneer Sagar set out to make a difference to the world.

The intrepid architect duo founded Total Environment in 1996, for the freedom to design and build the way they believed was right – focusing on the families that would live in their homes and thinking of every little detail they would need.

Over the last 21 years, Total Environment has led the change from poorly built pigeonhole flats to custom-designed homes, built around the needs of individual families. Each home is designed to blend with nature, with a high degree of sensitivity to small details, using natural materials with beautifully handcrafted finishes.

Today, Total Environment is a 600-people strong company, with 30 completed projects. Along the way, it has garnered numerous national and international awards for architecture, real-estate design, development, and landscaping. The fact that even after two decades, over 50% of its sales come from referrals is a testament to customer delight with the Total Environment experience.

But the journey of this maverick firm was not without tribulations. The company was forced to invest own monies in its first few ventures, *Cirrus Minor* and *Green is the Colour*, to deliver on the exacting specifications - Kota stone floors, imported doors, wire-cut brick masonry, cantilevered terrace gardens, etc.- which customers were not yet willing to pay for. Despite the early setback, the resolute architects refused to temper their vision, and their idealism soon found many takers. A home connected to nature, with unparalleled attention to detail, where things functioned properly, was a differentiated offering in the industry and customers loved it.

Moreover, customisation was the game-changer. Against the milieu of cookie-cutter flats, here was a company that would let you customise every aspect of your home – from functional requirements to aesthetic sensibilities. To realise this ambitious vision, Total Environment invested in an application called e-Design. This sophisticated tool with a library of options - layouts, flooring, walling, cabinetry,

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shelving, landscaping – allows customers to combine rooms, reconfigure floor plans, and redesign every aspect of their home.

With an uncompromising eye on quality, the company created capability lines for each item of construction and delivery through Total Environment Machine-Craft, which harnesses the power of craftsmanship with technology, to deliver all products needed to build a home. From furniture, flooring, woodwork, masonry, metalwork – the company has built expertise in every facet of home construction.

The Bangalore based Total Environment has expanded its real-estate footprint beyond its home city. It currently has a pipeline of seven projects under construction across Bangalore, Hyderabad, and Pune.

Despite its distinctive brand and the attendant commercial success, idealism lives on at Total Environment. Priorities have remained unchanged: homes connected to nature, built around the family, with meticulous attention to detail, continue to be the design ethos.

The Real Estate Regulatory Act (RERA) environment has negated competition among developers on quality, delivery time, and track-record - these have become legally mandated parameters. The only viable path that remains is achieving distinction in customer relationship, design, and innovation. And here, Total Environment has a sizeable head-start.

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