**GERA DEVELOPMENTS EMPOWERS CHILDREN THROUGH ‘GLOBAL LITERACY’ IN SHREE KSHETRA MAHABALESHWAR**

**Mahabaleshwar, December 5, 2024:**

As part of its ongoing Corporate Social Responsibility (CSR) initiatives, Gera Developments Private Limited (GDPL), pioneers in the Real Estate industry and recipients of multiple awards for their premium residential and commercial projects across Pune, Goa, and Bengaluru has introduced significant measures aimed at enhancing education and exposure for children in the region. Under the leadership of Mr Kumar Gera, Chairman of GDPL, the company has equipped a higher secondary school in Shree Kshetra Mahabaleshwar with a state-of-the-art computer lab, and appointed English teachers to coach students in spoken English.

This ‘global literacy’ initiative is set to benefit over 150 children from schools in Tandulnahi, Metgutad, and neighbouring villages. By focussing on digital literacy and English proficiency, GDPL aims to empower these young minds with tools to broaden their horizons, and access global opportunities.

Speaking on the initiative, Mr Kumar Gera said, “When you speak in your local language, you stand a chance to be successful at the local level. Likewise, for your state and official national languages; you only reach so far. English gives you access to the world at large – to the many books that you can read, the many people that you can converse with. Coupled with learning to use a computer, and using the internet to broaden your horizons, and you’re all set to take on the world. I believe that with the right opportunity at the right time, children can flourish, and push their limits to their full potential. It gives me joy watching them receive these opportunities with open arms.”

GDPL has also been working closely with the Zilla Parishad in the Satara district to expand opportunities for children beyond academics. The collaboration has led to the launch of a sports centre equipped with facilities for box-cricket, football, and volleyball, along with plans for a dedicated gymnasium.

These efforts reflect Gera Developments’ commitment to ensuring inclusive and equitable quality education for all, fostering holistic growth by bridging gaps across learning resources, sports infrastructure, and extracurricular opportunities.

**About Gera Developments Private Limited:**

Gera Developments Private Limited (GDPL), a reputed brand for over 50 years, is one of the pioneers of the Real Estate business in Pune. Recognised as the creators of premium residential and commercial projects in Pune, Goa and Bengaluru, the brand has established a global presence through developments in California, USA. GDPL prides itself on providing long-term enjoyment to customers, by having a distinct customer-first approach. The philosophy at GDPL of “Let’s Outdo” rests on the trinity of Innovation, Transparency, and Enhanced Customer Experience. It is at the heart of Gera’s effort to infuse innovation and transparency in Real Estate and home building, with an unwavering focus on meeting the shifting lifestyle dynamics of their customers, while upholding the premium living experience. Accordingly, there are many ‘firsts’ that stand to GDPL’s credit.

The company introduced a 5-year Warranty on Real Estate, consisting of preventive maintenance & repairs and provision of insurance on buildings way back in 2004 for the first time in India. RERA mandated the same only in 2017. GDPL have now introduced India’s first and only 7-year warranty in Real Estate. They have designed and launched a pathbreaking concept, the award-winning ChildCentric® Homes, which revolutionised the Real Estate sector for both, the developer and the home buyer. Other revolutionary and highly successful product lines have been IntelliplexesTM, SkyVillasTM, and The Imperium series. In their 50th Year, the company launched yet another first-of-its-kind industry initiative—Gera’s Home Equity Power—by providing financial flexibility to customers to withdraw funds from their prior payments to meet financial emergencies.

These products are matched by the services of the GeraWorld® Mobile App, which brings speed, convenience, and transparency to the buyer, enhancing customer experience. Gera Developments have also recently launched the Club Outdo initiative, a tech-driven loyalty and referral program that provides multiple benefits, offers, and community engagement opportunities to existing and new customers.

The company emphasises delivering value-added experiences to customers, with projects designed around the evolving needs of their customers. Driven by trust, quality, a customer-first mindset, and innovation, the brand has won several national and international awards on both, the product and service fronts.

GDPL continues to be ranked amongst the Top 50 Great Mid-Size WorkplacesTM 2024 in India by the Great Place to Work® (GPTW) Institute. This year, we have also been proudly recognised as one of India’s Best WorkplacesTM in Real Estate Industry and India’s Best WorkplacesTM in Building a Culture of Innovation for All.

GDPL envisions raising the standards of Real Estate in India. As they redefine new standards of service orientation, product innovation, real estate marketing, and brand building, they are consistently generating fresh value for its stakeholders, while setting new benchmarks for the industry.