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## The Times of India Brand Icons awards presented

### TIMES NEWS NETWORK

Kochi: Doing a common thing in an uncommon way is excellence, said finance minister KM Mani in his inaugural address at The Times of India Brand Icons evening here on Saturday. Nine business leaders of Kerala were awarded for their excellence in business and industry at the function.

In his keynote address, IIM-K director Debashis Chatterjee highlighted the importance of vision, contextual intelligence and innovation - the three elements of excellence. "Contextual intelligence is the basis of teamwork and organization and many of our leaders have it," he observed.

The life time achievement award was given to Arya Vaidya Sala managing trustee and chief physician Dr P K Warriar and Synthite Industries chairman and managing director C V Jacob.

The other winners are C C Thampi, chairman, Holiday Group (Brand Icon - Non Resident Indian); Jose Thomas, chairman and managing director, Choice Group (Brand Icon - Education); Dr Santhamma Mathew, managing director, Credence Hospital (Brand Icon - Healthcare); N A Muhammed Kutty, managing director, Falcon Infrastructures (Brand Icon - Logistics); Varghese Alukka, Paul J Alukka, John Alukka, managing directors, Jos Alukkas Group (Brand Icon - Young Leadership); Ansif Ashraf, Founder, Ansif Global Inc (Brand Icon - Diversified Business); AS Priya, managing director, Dream Flower Housing Projects (Brand Icon - Women Entrepreneur).



### Kerala's brand icons with finance minister K M Mani in Kochi on Saturday

#### Brand Icon - Woman Entrepreneur

Building a real estate brand is next to impossible for small players. But Priya A S has done just that.

Based out of Kochi, Dream Flower Housing Projects Pvt. Ltd. began its operations in 2004 and it was registered as a private limited company in 2006. It focuses on small projects of 20-25 units with all premium facilities. The entry into the premium dwellings market was a defining moment of the company's fortunes.

The story of Priya dates back to 2004, when at the age of 24, with only her passion as capital, she set out to build her dream in real estate. After graduating in Business from Cochin University of Science and Technology, she dabbled in various corporate roles before she took what she calls a 'big leap of faith'. It all began with the birth of her first child when she

took a two year sabbatical to take care of the newborn. During these two years she did substantial research and decided that real estate was where she wanted to be. This was 2004 and the time of the real estate boom. So the choice was perfect.

Within 10 years of its operations, the company prides on more than 28 successful projects, an unblemished reputation and a robust brand equity, accomplished by very few of its bigger and more established competitors. In the process, Priya, its visionary leader, has broken the barriers of male dominance in the business domain of the state. Today, Dream Flower is one of the most respected real estate companies in Kerala.

-(Compiled by

Priya C Nair, Sherene Joseph, Thara Menon)



All you need is passion and an intelligent vision and everything else will fall in place"

**Priya A S**  
Managing Director,  
Dream Flower Housing Projects  
Pvt. Ltd.

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