

Bangalore investors are 'superstar baseball players, celebrity sports types. Stars of the fraternity. It's a little unconventional' *Manoj Benjamin, CEO of Royal Indian Raj International Corp.*



THE NEW INDIA

The \$3.8-billion vision

Mr. Benjamin is chairman and chief executive of Royal Indian Raj International Corporation, and he's touting the largest private real-estate development in modern India. If you haven't heard of Mr. Benjamin's company, you aren't alone. It's a private operation he runs with his father, Collins Benjamin. Incorporated in 1999, Royal Indian Raj is housed in an office tower in downtown Vancouver. According to hand-outs, its "core competencies" are diverse: broadband communications, e-commerce, even lotteries.



To date, none of these have earned Royal Indian Raj any significant revenue but they are not its man focus. Mr. Benjamin eyes are on a much more tangible prize: real-estate. That is why he is in boom-boom Bangalore, India's fastest growing city and the nation's high-tech hub. Hoping to exploit Bangalore's growing affluence and its demand for modern housing, Royal Indian Raj has hatched a grandiose plan to build a private township north of the city, complete with 35,000 residential units. According to company literature, the township will boast a self contained environmentally friendly infrastructure, including a network of roads, power, water and sewage lines, sidewalks and parks, not to mention luxury shops and restaurants.