

## The Man Behind the Vision: Chitrak Shah's Journey of Building Shivalik

In an industry often defined by transactions and timelines, **Chitrak Shah** stands apart—not just as the **Founder of Shivalik Group** and **Chairman of CREDAI Ahmedabad**, but as a visionary who reimagines real estate as a tool for transformation.

From launching landmark projects to walking new plots like a poet walks blank pages, Chitrak's journey is one of persistence, purpose, and personal connection to every square foot of land he touches.

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### A Legacy Built on Intention

In 2011, Shivalik launched one of its most symbolic projects—**Shivalik High Street**. The inspiration? A simple gesture: **Namaste**.

"In 2011, we launched Shivalik High Street, inspired by Namaste—a gesture of warmth and respect. It wasn't just a project. It was a shift in how we viewed development."

For Chitrak, it wasn't just about constructing buildings. It was about laying foundations of trust and designing experiences that resonate with culture and community.

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### Building Where the Future Lives

Chitrak is known for spotting growth corridors before they trend on maps. Areas like **Ognaj**, **Vaishnodevi**, and **GIFT City** feature heavily in his social media—often accompanied by videos of on-site visits where he walks the land, sips chai, and shares his thoughts with honesty and clarity.

"Today was a site visit. But felt like a date... walked the land, shared vision, had coffee on-site."

This hands-on approach reflects his belief: that real estate isn't about selling a building—it's about **investing in the future of a location and its people**.

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### First Loss, Lasting Lesson

Chitrak does not shy away from speaking about failure. One post titled "*First Loss!*" is less about financial loss and more about **accountability** and **reflection**.

"No excuses. No shortcuts. No Plan B. Every drop of sweat is a promise to yourself."

His story reminds young entrepreneurs that the journey to impact isn't paved with perfection—it's shaped by **resilience, honesty, and grit**.

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## Recognition with Responsibility

Recently, Chitrak was awarded the **PropTech Award** by the **Shivalik Institute of Real Estate**—a recognition of his pioneering role in technology-led development.

"This recognition fuels our passion for transforming real estate through innovation and integration."

But for him, awards are not finish lines—they're reminders to keep pushing boundaries.

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## Family, Balance & Belief

Between site inspections and boardrooms, Chitrak shares glimpses of his **personal life**—his bond with his son, the strength of the women in his family, and moments of calm amid chaos.

"Behind every bold decision. She stood with full strength."

These stories humanize him—not as a developer, but as a father, a husband, a son, and a believer in shared growth.

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## The Philosophy of Progress

Through every reel and caption, Chitrak's voice is clear: **Real estate is not about square feet. It's about scaling dreams.**

He speaks often of **discipline**, **delayed gratification**, and **decision-making**—lessons that transcend property and apply to life itself.

"The amount you can't calculate... Is the amount you'll never earn."

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## Closing Note

Chitrak Shah's journey is not a linear climb—it's a **layered blueprint of vision, values, and velocity**. From greeting the world with "Namaste" at his first major commercial launch, to redefining growth corridors with bold, future-forward projects—his story is still unfolding.

And like every great structure, it's grounded in something deeper than concrete: **clarity of purpose**.