



# SOIL SEARCH

From  
Search  
To Soil  
To Success

*Tarun  
Arora*



## About Us

Soil Search is a next-generation real estate consultancy and development powerhouse, built at the intersection of research intelligence and visionary execution.

We specialize in unlocking high-growth land investments, curated plotted developments, future-ready residential ecosystems, and strategic industrial infrastructure across India.

Driven by deep market research and backed by a developer's foresight,

Soil Search doesn't just transact real estate, we identify potential before it becomes obvious. We seamlessly connect investors, end users, and emerging opportunities, transforming land into long-term value and sustainable growth.

**18+ Years**

Of Experience

**250+ Projects**

Delivered/ Consulted

**2 Crore+**

Sq. Ft. Space Sold

**5000+**

Units Sold

**100+**

Channel Partners





## Our Indian Presence

We have **5 offices** serving

**ACROSS**

**INDIA**



- Noida
- Gurugram
- Haridwar
- Dehradun
- Ahmedabad



## Our Global Presence

# LONDON

With its financial strength and cultural diversity, London is a key global property hub. Soil Search's London office supports NRIs investing in India and Indian investors exploring UK real estate, offering legal clarity, trusted insights, and seamless cross-border coordination.

Through personalized consultations and verified opportunities, we ensure every international property decision is informed, secure, and transparent.

# OMAN

Strategically based in Oman, known for its stability and strong Indian diaspora, Soil Search offers trusted cross-border property advisory. Our Oman office helps NRIs invest in India and supports Indian clients exploring opportunities in the Gulf.

With clear guidance on documentation, market insights, and NRI requirements, we ensure a smooth, transparent process, serving as a reliable bridge for confident property growth.



# Our Business Verticals



## Integrated Real Estate Ecosystem

We operate across diversified real estate segments.

**1** Plotted Developments

**2** Residential Housing

**3** Industrial Parks

**4** Commercial Assets

**5** Farmhouses & Agricultural Land

**6** Land Banking & Investment Funds



# Our Core Offerings



# Our Core Offerings



**COMMERCIAL**



**RESIDENTIAL**

# Our Core Offerings



# Our Vision

To become India's No.1 real estate investment and development brand, setting the benchmark in trust, transparency, innovation, and conscious wealth creation.

यद्यदाचरति  
श्रेष्ठस्तत्तदेवेतरो जनः।  
(भगवद्गीता 3.21)

*"Whatever the best among leaders does, others follow."*

We aim to lead not only the market, but the mindset, building a legacy rooted in ethical leadership and enduring value.

# Our Mission

To redefine trust in real estate through research-driven advisory, transparent practices, and future-ready developments.

योगस्थः कुरु कर्माणि।  
(भगवद्गीता 2.48)

*"Perform your duty with balance, integrity, and focus."*

We are committed to disciplined action, responsible decisions, & creating long-term, generational prosperity built on strong foundations.

# 1

## Transparency

We maintain absolute clarity and openness in every transaction, fostering trust and enabling clients to make informed investment decisions.

# 2

## Customer Centricity

Our clients remain at the heart of every strategy, ensuring personalized advisory and solutions that maximize satisfaction and long-term value.

# 3



## Innovation

We leverage research, technology, and forward-thinking development practices to deliver future-ready real estate opportunities.

## Our Values

# 4

## Sustainability

We are committed to environmentally responsible planning & developments that create enduring value for communities and investors alike.

# 5

## Excellence

We strive for the highest standards of professionalism, performance, and service across every aspect of our business.



## Our Leadership

कर्मण्येवाधिकारस्ते मा फलेषु कदाचन।  
मा कर्मफलहेतुर्भूर्मा ते सङ्गोऽस्त्वकर्मणि॥  
(भगवद्गीता 2.47)

# Tarun Arora

## Founder & Chief Gardener

A visionary entrepreneur with 17+ years of real estate expertise, Tarun Arora has transformed Soil Search from a consultancy into a development powerhouse.

Guided by the Bhagavad Gita's timeless principle that one must focus on duty rather than rewards, he believes in disciplined action, ethical decision-making, and unwavering commitment to purpose.

Rooted in this philosophy, his leadership emphasizes effort over entitlement, responsibility over recognition, and long-term value over short-term gains, building not just developments, but enduring trust and generational prosperity.



## Our Leadership

With over 14 years of experience, Shweta Arora drives partnerships, expansion strategy, and customer experience excellence.

She plays a pivotal role in operational systems, investor relations, and scaling Soil Search's national presence.

**Shweta Arora**  
Co-Founder





# Group Heritage **50+ Years** of Entrepreneurial Legacy

For over five decades, the Arora family has built a diversified business legacy rooted in trust, scale, and operational excellence. From pulse trading and sugar production to tea distribution and peppermint supply, each venture reflects a commitment to discipline, integrity, and sustainable growth. This strong entrepreneurial foundation continues to shape Soil Search's values, guiding its journey with experience, resilience, and long-term vision.

## Key Business Domains

**Pulse Trading**



**Tea distribution**



**Peppermint supply**



**Sugar production**



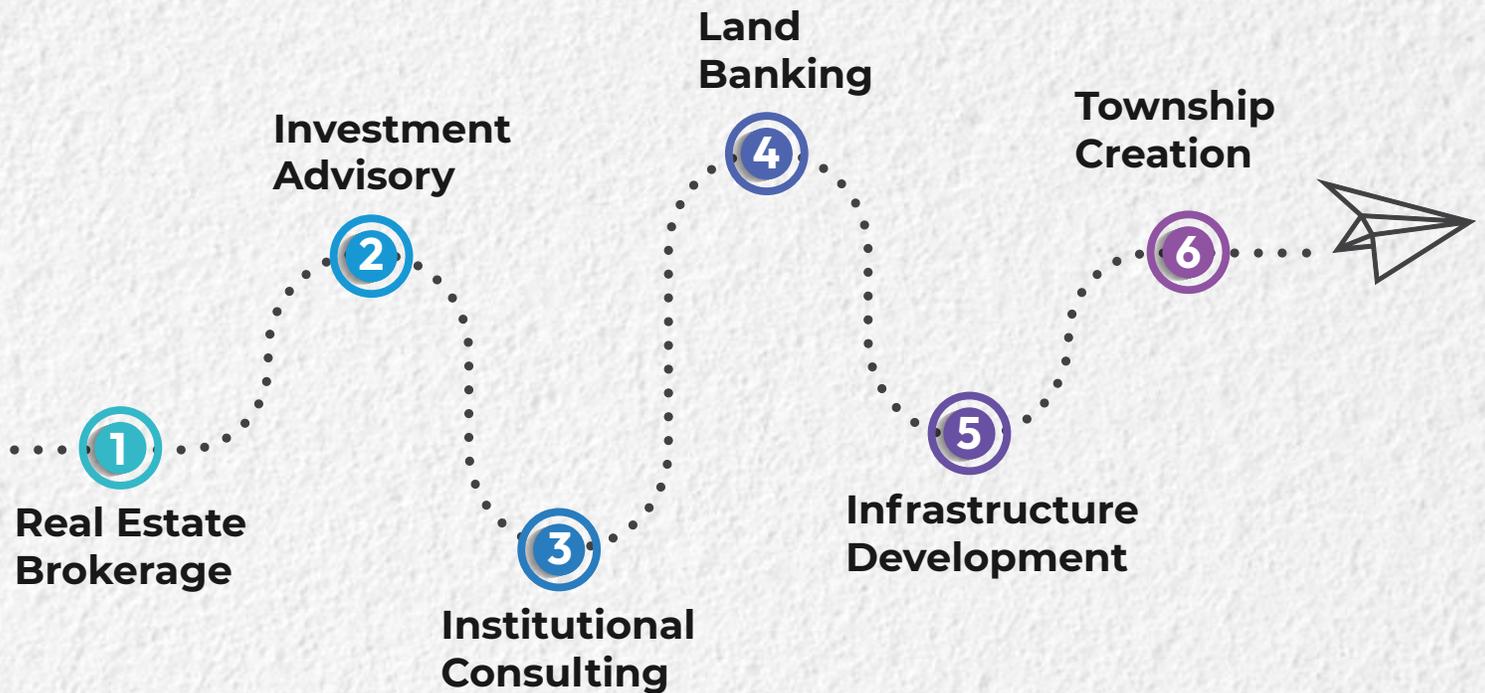
This legacy of trust, scale, and operational discipline forms the foundation of Soil Search's business ethics.



# Our Journey From Consultants to Developers

Our evolution reflects vision & market foresight

From real estate brokerage to full-scale infrastructure development, Soil Search's journey reflects strategic evolution and long-term vision. What began as advisory expertise gradually expanded into land banking, institutional consulting, and infrastructure execution, transforming the company from market consultants into value creators. Today, Soil Search stands not only as a trusted advisor but as a forward-looking asset creator shaping sustainable growth.



Today, Soil Search stands as both  
**Advisor & Asset Creator.**



# Our Partnerships & Recognitions

Soil Search is proud to be associated with some of the most respected names in the real estate industry. Our partnerships and recognitions reflect not only strong sales performance, but also credibility, consistency, and trusted execution. These associations stand as a testament to our commitment to delivering value, maintaining integrity, and building lasting industry relationships.





# Business Verticals Developer Arm

The Developer Arm of Soil Search delivers comprehensive, end-to-end project execution with precision and foresight. From strategic land acquisition and regulatory approvals to infrastructure planning, township development, and investor delivery management, the division ensures seamless execution at every stage. With disciplined processes and long-term vision, we transform opportunities into structured, high-value assets.

**1** Land acquisition & aggregation

**2** Government approvals

**3** Infrastructure planning

**4** Plotting & township development

**5** Investor delivery management





# Our Superpower

Our strength lies in identifying high-potential land opportunities across India's most promising growth corridors. From emerging spiritual hubs to infrastructure-driven investment zones, Soil Search strategically curates locations that combine long-term appreciation with strong development fundamentals. With deep market insight and disciplined execution, we transform land into structured, future-ready assets across the nation.





# Flagship Development Projects



## Iconic Nest Dholera



## Floral Villas Dholera



# The Iconic Nest Dholera



A premium plotted smart city township strategically located within Dholera Special Investment Region (SIR), India's first planned greenfield smart city, designed to seamlessly integrate world-class infrastructure, sustainability, and high-growth investment potential. Offering NA title clear plots within a gated township layout, the project features wide internal roads, landscaped infrastructure, smart utility provisions, and a future-ready development framework, making it an ideal destination for secure investment and strong long-term appreciation.

## Location Advantage

Proximity to Dholera International Airport

Connected to Delhi-Mumbai Industrial Corridor

MRTS connectivity planned

Access to expressways & industrial zones

Positioned in one of India's highest government-backed growth corridors.

**Dholera Airport**



**Ahmedabad-Dholera Expressway**



**ReNew Plant**



**TATA Semiconductor Plant**





# Flagship Development Projects

# The Iconic Dholera

The Iconic Dholera is a visionary real estate project located in the high-growth corridor of the Dholera Special Investment Region (SIR), Gujarat. Designed for secure and transparent investments, it aligns with the Government's smart city mission.

With strong connectivity through the Ahmedabad–Dholera Expressway, the proposed International Airport, Freight Corridor, seaport access, and major projects like the Semiconductor Plant and Solar Park, Dholera is rapidly emerging as a key industrial hub.

Strategically positioned in the smart city influence zone, The Iconic Dholera offers promising residential, commercial, and industrial investment opportunities with strong long-term growth potential.

Flagship Development Projects



# Floral Villas DEHRADUN



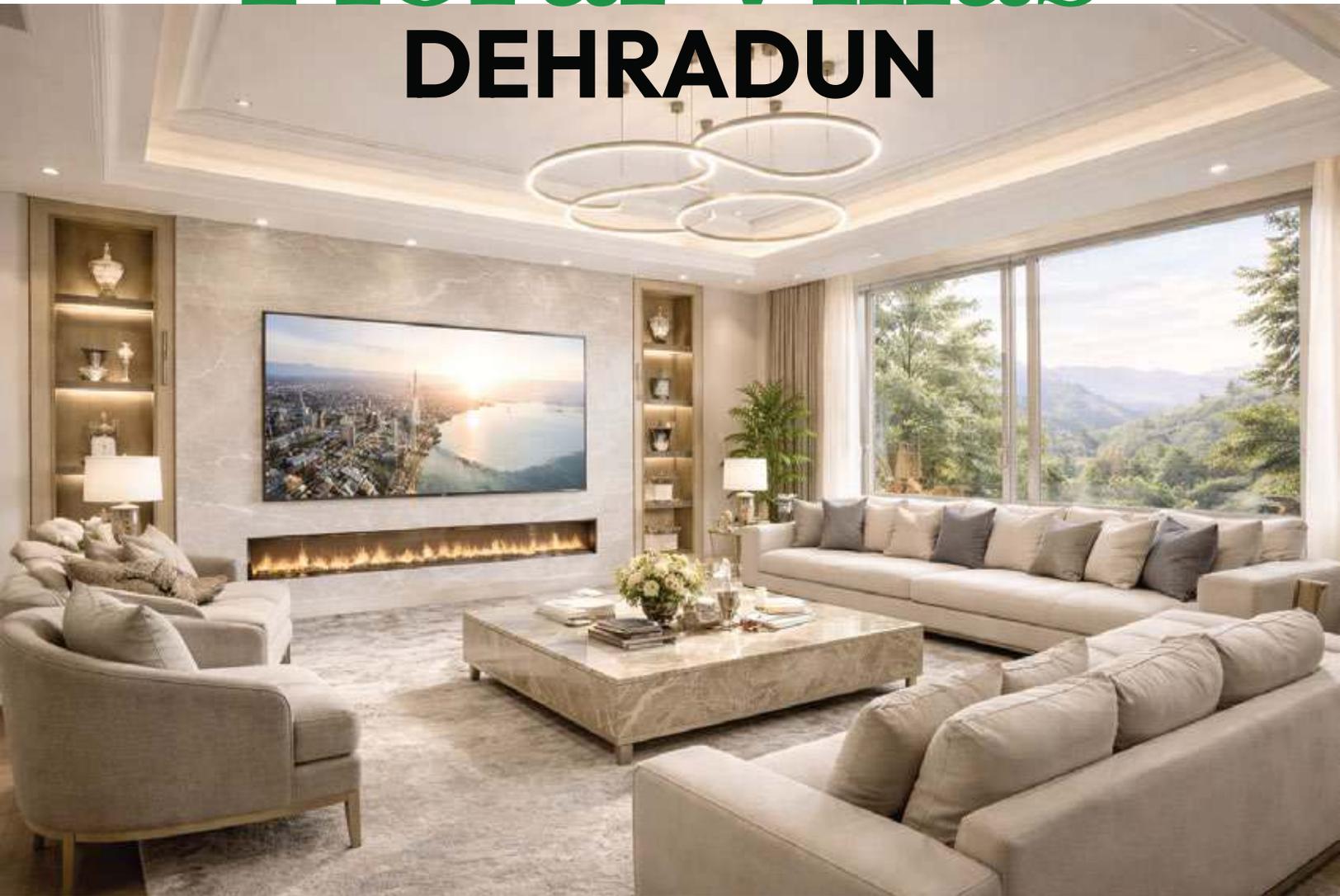
Where Nature Meets Timeless Luxury

# Flagship Development Projects



# Floral Villas

## DEHRADUN



## Why Investors choose Floral Villa

- 1** Rapidly growing hill-home demand
- 2** High rental yield from tourism
- 3** NRI second-home interest
- 4** Limited land supply in Dehradun
- 5** A blend of lifestyle & capital appreciation

## Key Features



Himalayan valley views



Low-density planning



Wellness & retreat ecosystem



Resort-style infrastructure



Ideal for vacation & retirement homes

Flagship Development Projects



# Kings Villas

## HARIDWAR



Your Royal Address in the Heart of Haridwar



# Flagship Development Projects

# Kings Villas

## HARIDWAR



The Kings Villa is a gated luxury villa community nestled in the heart of Haridwar, offering a rare blend of spiritual serenity and modern royal living. Strategically located on NH-334 with seamless connectivity to Delhi-Haridwar Highway, Roorkee Bypass, Har Ki Pauri, Patanjali Yogpeeth, and premier educational institutions, the project ensures both convenience and long-term value. Featuring 3 BHK luxury duplex villas starting from 900 sq.ft. plot area with approximately 1500 sq.ft. constructed space, The Kings Villa is designed for elegant family living with premium specifications, modern interiors, and fully furnished options. With gated security, green parks, wide roads, and a peaceful environment, it presents an ideal opportunity for both end-use living and smart investment in Haridwar's high-growth corridor.



# T.R.U.S.T. Model

## Our Proprietary Investment Framework

**T TRUSTWORTHINESS**  
End-to-end property verification and compliance support, from due diligence to legal and buyer assistance.

**R RATE OF RETURN**  
Projected returns driven by historical performance, current trends, socio-economic forecasts, and comparative market analysis.

**U USABILITY**  
Strategic property planning based on demographic insights, cultural factors, market trends, and optimal usage development.

**S SUSTAINABILITY**  
Data-driven sustainability insights with ESG assessment, investment projection, and resale profit optimization support.

**T TRANSPARENCY**  
Clear, commission-transparent, and direct dealings with no middlemen—ensuring accountability and best industry practices throughout the process.

The T.R.U.S.T. Model is Soil Search's proprietary framework built to deliver secure, data-driven, and transparent real estate investments. By combining trust, strategic returns, usability planning, sustainability, and full transparency, it ensures disciplined decisions and long-term value creation.





# Client Testimonials



“

Soil Search turned my land investment into a future-ready asset with strategic guidance, transparent processes, and strong long-term growth potential.

**SRIWANT WARIZ**  
Founder - Ivory Group

”

“

Research-backed advice that eliminates uncertainty, removes guesswork, and delivers strong, reliable returns with complete confidence.

**KAMAL VERMA**  
Chartered Accountant

”





# Our Signature Event IP Hindustan Property Expo



A flagship real estate exhibition platform hosted by Soil Search, the Expo has evolved into one of the most anticipated events in the real estate sector. Attracting thousands of individual investors, corporate clients, and leading developers, it showcases a diverse portfolio of residential, commercial, and industrial plots tailored to every type of buyer. Organized regularly, with special editions around national occasions such as 15th August and 26th January, along with additional expos throughout the year, the platform ensures continuous opportunities for property seekers and investors.



# Our Core Team

At Soil Search, our team is a dynamic mix of real estate strategists, researchers, and client advisors aligned to deliver insight-driven property solutions.

Our core team works in close collaboration, combining market intelligence with on-ground expertise to ensure transparent, efficient, and result-oriented outcomes.



**IQURAM ALI**  
Soil CFO



**ADITI ARORA**  
Marketing Manager



**PRINCE SINGH**  
Human Resource



**SIDDHANT VASHISHT**  
Human Resource



**GAURAV JAISWAL**  
Sr. Soil CRM M



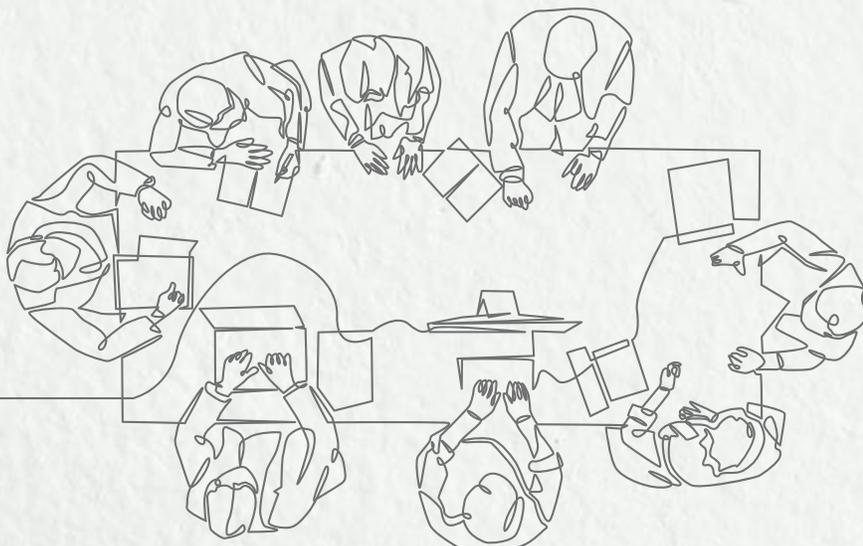
**ROHIT SINGH**  
Soil Operation Manager



**SUNIL CHAUHAN**  
Sr. Soil Admin



**ROSHAN SINGH**  
Soil operation coordinator



We don't aim  
to be the best  
on the team.  
We aim to be  
the best for  
the team.



# Our Biggest Strength **Team**



DRIVEN BY  
**TRAINING** *ETHICS*  
**PERFORMANCE**  
& *CULTURE*



Through the Soil Search Foundation, we are committed to giving back to society with purpose and compassion. From organizing charitable blood donation drives to supporting education initiatives for children, our efforts aim to create meaningful, lasting impact. We believe true growth is measured not only by assets built, but by lives uplifted.



# The Road Ahead



Focus on Expanding  
Land Bank

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Expansion into  
Smart City Projects

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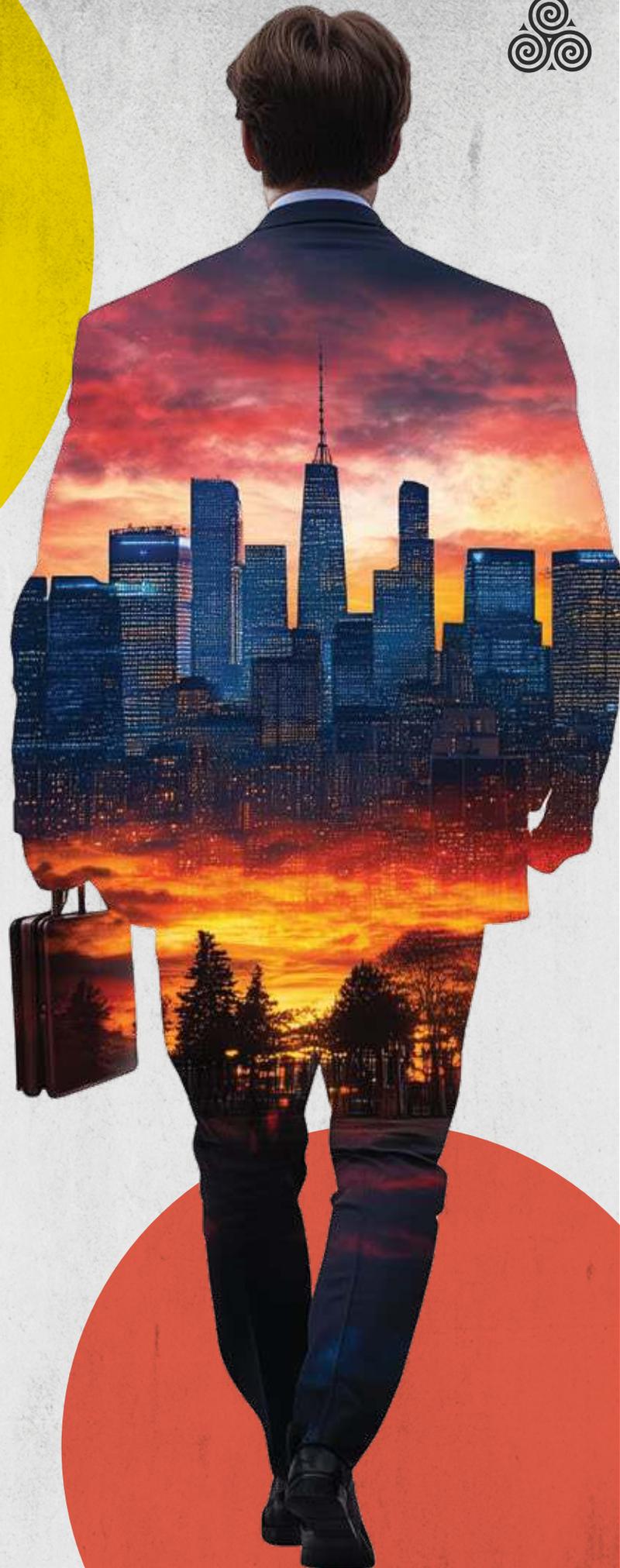
Industrial &  
Logistics Parks

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Luxury Villa  
Communities

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Global Investor  
Network Scaling



# SOIL SEARCH

India's Most Trustworthy Real Estate & Development Company



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