

UZMA IRFAN

BUILDING PRESTIGE

“The art of communication is the language of leadership.” Uzma Irfan’s corporate life personifies what was once said by James C Humes, former presidential speechwriter of the USA.



For Prestige Group, being a giant in the realty business with an impressive presence in residential, commercial, retail, leisure & hospitality across the South, was not enough. And Uzma Irfan knew this. She believed having a solid communication blueprint in place not only informs stakeholders – external and internal - of the company’s activities, but also forms everlasting relationships. This is the conviction that has catapulted the image of Prestige Group while shaping Uzma’s own career and making her a name to be reckoned with in the field of corporate communication at such a young age.

THE DRIVING FORCE

After completing her Bachelor’s in Business Administration from the American InterContinental University (London) — Uzma joined the family business led by her father Irfan Razack, at a time that it was undergoing rapid diversification and expansion. It was critical for the company to streamline branding & communication to strengthen the public image of the group. This she did with great success.

She first built a cohesive brand voice by creating a brand manual; ensured their award-winning in-house magazine *Falcon News* represented the brand appropriately; had client-centric brochures designed; got the brand featured regularly in the media; and, most importantly, built an online presence for the company. Responsible for the company’s overall image, she soon went on to assume the mantle of Director – Prestige Group.

BUILDING ON ‘PRESTIGE’

Communicating what the company stood for was one thing, but Uzma—a strong advocate of constant innovation—felt that the Group could change much more than just the skyline of Bengaluru.

She took on the management of The Collection, UB City - South India’s first ultra premium luxury mall – a joint venture with UB Group - and founded Sublime Galleria – India’s first sky gallery. While the former introduced international luxury brands to the people of Bengaluru, the latter in association with The Collection, UB City transformed the Silicon Valley of India into a ‘culture hub’ through properties like ‘Art Bengaluru’ & ‘Trousseau Week’. She is also Editor of *‘The Luxury Collection’* - a premium luxury lifestyle magazine, available on stands nationally, and circulated to HNIs in India and abroad. An enterprising entrepreneur, Uzma is also into retailing tea with *‘Sublime House of Tea’*, which has been credited with introducing certain flavours to the Indian market that were hitherto unavailable here.

Today, the prestigious titles conferred upon Uzma—‘Indomitable Spirit’ in inspiring the modern woman (FICCI-FLO Award 2013); ‘Female Real Estate Professional of the Year’ (Bangalore Real Estate Award 2014); ‘Woman Super Achiever in Real Estate’ (ABP News Real Estate Awards 2015) —only reiterate that the symbiotic success of the Group and Uzma, built one block at a time, now stands tall.