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Inno Group Launches Inno BYC (Build Your City)

Inno Group, a global investment firm focused on real estate with operations in Europe, Middle East and India announced the launch of Inno BYC (Build Your City) initiative, in Chennai today. Inno BYC is a platform for participatory citizenship and a social initiative promoted by Inno. The event was inaugurated by Mr. Rajamannar Ramaswamy, Group Managing Director, Inno Group, in the presence of prominent city enthusiasts and urban conscious Chennaites. The event officially unveiled the Inno BYC website, logo and anthem, spearheading the first of its kind of initiative in the city.

Inno BYC seeks to be a sounding board for new ideas and a platform to fashion solutions to the problems afflicting Indian cities. It is a forum that integrates the social and cultural aspects of the cityscape with the voice of the citizen, to discuss projects, designs and plans for making cities resilient and sustainable, document and disseminate good practices.

The launch was kick-started by a stimulating speech by **Chetan Bhagat, Novelist and Motivational Speaker, on "The City of the Future"**, on his perspective on how he envisions tomorrow's cities, followed by an exhilarating panel discussion on **"Building Sustainable Cities"**, with renowned speakers such as **Chetan Bhagat; Raj Cherubal, Director Projects, Chennai City Connect; M B Nirmal, Founder, Exnora International; Raja Krishnamoorthy, Management Consultant and Film Personality; Nanditha Krishna, Director, The C.P Ramaswami Aiyar Foundation; and Yamna Sathak, Student of Architecture.**

The panel moderated by **Sanjay Rao Chaganti, Senior Tech, Advisor Asia & Eastern Europe, PSI,** engaged a discussion encompassing a broad spectrum of ideological perspectives on the future of cities, the quality of our life today, the importance of personal leadership and social space, the relationship between spatial planning, urban development and architecture and tips and measures to avoid unsustainable development of a city.

Speaking on the occasion, Mr. Rajamannar Ramaswamy, Group Managing Director, Inno Group said "Inno BYC is essentially a citizen's forum which will become a repository of ideas and opinions, a few of which could be those magic solutions we are looking for our chronic problems. We have been working on creating a platform, where citizens can share and debate with each other, opinions and ideas to make Chennai a better city."

About Inno BYC

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For further details and participation, please log on to www.buildyourcity.in

About Inno Group:

Inno is a global investment group focused on real estate with a footprint across Europe, Middle East and India. Inno has an enviable portfolio that spans the entire spectrum of the business – from Investments to Fund Management to Advisory to Development across residential, commercial, industrial & infrastructure. Website: www.innogroupholdings.com