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# REDEFINING THE REAL ESTATE LANDSCAPE

IN THE DYNAMIC WORLD OF REAL ESTATE, **AALIYA RAHMAN** STANDS OUT AS ONE OF THE LEADING FEMALE LEADERS IN THIS FAST-GROWING SECTOR

BY GARETH VAN ZYL

**A**s Managing Director at ORO24 Developments, Aaliya Rahman is tasked with driving growth, creating operational value, and improving economic performance within the business.

Under Rahman's leadership, ORO24 has grown significantly. Her accounting and finance background has helped the company navigate the world of real estate complexities while making key strategic decisions.

Her insight and expertise has helped spark off some of ORO24's most successful projects, including the likes of ALBERO, KYOTO, ELANO, LEVANTO, TORINO, as well as the company's innovative mosque developments.

The ORO24 team has further credited Rahman for fostering a collaborative culture and a global mindset among. Meanwhile, her emphasis on client and end-user relationships has been a key ingredient for ORO24's successes.

"I believe what sets ORO24 apart is the people centric approach embedded in every aspect of the business," says Rahman.

"A key tenet to our growth has been tapping into the market's needs and understanding where the real estate sector is evolving," she adds.

## GROWTH AND CUSTOMER-CENTRICITY

Based in Dubai, ORO24 Real Estate Developments represents a new age in real estate as it has built a reputation for offering luxurious real estate at competitive prices. This

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customer-centric approach further integrates leisure with state-of-the-art amenities, bringing greater value to the market.

Rahman also believes customer preference should guide projects, thereby helping to deliver unique lifestyle experiences. "ORO24 aims to become a global real estate partner, using cutting-edge technology to meet buyer needs while adhering to budgets and deadlines without compromising quality," Rahman says.

"Our high-end projects, like TORINO nearing completion in Q3 2024 with its modern living amenities and KYOTO as a Zen-inspired sanctuary, exemplify their commitment to excellence. With a versatile and forward-thinking approach, ORO24 is setting new standards in real estate," she adds.

ORO24 is quickly establishing itself as one of the top real estate companies in Dubai. In just over two years of being operational, it has launched an expansive portfolio comprising around 2,500 units spread across more than six projects. The company also has an ongoing project portfolio of more than Dhs1.75bn.

Rahman further strongly believes that selfless dedication is key to building a brand centred around people. ORO24's headquarters along Dubai's famous Sheikh Zayed Road reflect this philosophy with a wall at the developer's headquarters featuring the organisation's people-focused structure.

## UAE'S STRONG GROWTH

A strong real estate sector in the UAE has also helped ORO24 boost its operations.

In 2023, the Dubai Land Department (DLD) marked its strongest performance ever with 1.6 million transactions (from real estate transactions to rental agreements), with 166,000 real estate deals worth Dhs634bn.

This represents a remarkable growth of 16.9 per cent compared to 2022, which accounted for approximately 1.368 million transactions.

Amid strong demand, the property market in Dubai is expected to continue to grow this year. Tens of thousands of new villas, townhouses, and apartments are also set to be completed and handed over to buyers this year, driving activity up further and helping ORO24 cement its position further. <sup>GB</sup>