

Agrasheel Infratech: A Developer Shaped by Discipline, Long-Term Thinking and Customer First Approach

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Agrasheel Infratech Pvt. Ltd. has grown quietly but steadily over the past few years, building its identity around something that many buyers today value more than glossy brochures, clarity, discipline and a sense of responsibility in how land is developed. The company began with a straightforward intention: to create spaces that feel grounded, modern and legally sound, without cutting corners or over-promising.



Preksha Singh, CEO, Agrasheel Infratech Pvt. Ltd.

Although Agrasheel works across residential and mixed-use formats, the team's real strength lies in planning communities that hold up over time. Their internal processes, from approvals to design to sustainability considerations, are treated less as paperwork and more as the core of the brand. This has shaped a work culture that is deliberate and method-driven, supported by architects, engineers and planners who favour practical, future-ready layouts over cosmetic

detailing.

What keeps the company anchored today is the leadership at the top. Chairperson Abhishek Singh has consistently pushed for a development style where transparency becomes a habit rather than a marketing line. His focus on clean documentation, adherence to regulations and a measured pace of expansion has helped Agrasheel steadily build trust among buyers, especially in markets where clarity is rare.

At the operational end, CEO Preksha Singh brings a different layer of experience. Having previously worked in consulting and brand strategy, she approaches real estate with an unusual mix of analytical rigour and customer intuition. Her background, from Lady Shri Ram College to FORE School of Management and later training at NSRCEL, IIM Bangalore, shapes her belief that good development is not only about land and layouts but also about building confidence among end users. With over 15 years in the sector, she has helped Agrasheel maintain a development approach that is both compliant and respectful of the buyer's long-term expectations. As CEO, her role involves supervising all departments and making key strategic decisions to ensure a superior customer experience and reinforce trust in the brand.

"Real estate rewards consistency more than anything else. At Agrasheel, we try not to rush decisions or chase trends. Our effort is to build communities that feel stable, honest and thoughtfully planned. Aashrayam is an example of that approach; it grew out of disciplined approvals, careful design and a respect for the end user's trust. If we can keep delivering developments with this clarity, the brand will grow the right way," said **Ms. Preksha Singh, CEO, Agrasheel Infratech Pvt. Ltd.**

Agrasheel's ongoing township, Aashrayam Phase-1, on New Jail Road in Lucknow, reflects this philosophy more than it tries to showcase it. The project is LDA-approved and registered

under UPRERA, and its early reception shows that demand naturally follows when fundamentals are strong. Even details like the township's connectivity, road width and green planning emerge from the company's internal emphasis on functionality rather than marketing-friendly buzzwords. Within the first few months, the project delivered notable investor returns, an outcome the brand attributes to compliance and clarity rather than aggressive sales tactics.

