

2016 THE YEAR OF LUXURY

With things on a positive note, industry experts feel that 2016 can be the year of luxury. Read on to know why...

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With stability in the market and things getting better by the day, the real estate sector has been showing signs of fast recovery and the segment that is expected to grow really fast is that of luxury housing. According to industry experts, luxury segment has been a weather-proof segment and continues to grow at a fast pace.

Vikas Malpani, co-founder of a leading real estate research firm, says, "It has been seen that luxury segment continues to be unaffected by any market condition, the demand in this segment has been stable. It is expected that with introduction of new luxuries and projects, the demand is all set to grow in the coming times."

Continuing the sentiment, Rajesh K Gouri, vice president, Homestead, says "Indian real estate market has been facing turbulence for the last couple of years. But the luxury segment has the capability to sustain. The hottest growth corridor where investors as well as end-users/homebuyers can invest is in and the surrounding area of Dwarka Expressway. Recent developments will accelerate the speed of infrastructural developments in the area and hence, would attract end-users and investors alike. The 150-metre wide road would ensure a blockage-free transportation for the next few decades. This stretch of 18 kms has luxe and ultra-luxe residential projects in thousands of acres and also has plenty of commercial projects

lined up, some of which are already under construction. The projects have very good potential for both, end-users and investors. Unlike most of the sectors of NCR, this area has a lot of opportunity for luxury homes.

Elaborating further, Ajay Khetarpal, CMD, Sunhill Homes Pvt Ltd, says, "Luxury apartments are no more a forte of the upper strata of the society, rather more and more working-class professionals are taking it up. Gurgaon, being the hub for MNCs and industries, has many professionals who want their

houses to have world-class amenities in the society they live. This sentiment can be catered by the various realtors who are developing luxury housing projects in Gurgaon. Additionally, the value of Rupee is presently moderate against the dollar, opening more avenues for investments by NRIs, which are likely to be in the luxury segment."

Industry players also predict that year 2016 could well be the year which will redefine luxury.

"Luxury is getting redefined and, in the year 2016, we will

witness such changes in the real estate sector in India also. After talking homes in home automation, it will be time for going a mile further to make our house a living entity. Having a control over the electrical appliances is a thing of the past. Now, we want our homes to be intelligent like us. We have reached the stage where we can give voice commands to our home and it acts upon it. Now, in the near future, we will be able to give it a brain to be able to do things on its own like keeping track of the grocery in the refrigerator and ordering the same from the local vendor once it is about to get finished, guide you what to cook in keeping a track of your calories and many more. We can see a future in 2016 where it will not be living in the house, but living with the house, it will act as an assistant. Amazon Alexa, Apple Siri and Google Cortina are some of the big artificial intelligence projects that are being worked on and ready to be launched soon, and we as...



GURGAON LUXURY HOUSING IS ATTRACTING HNIS AND NRIS WHO ARE KEEN TO BUY HERE



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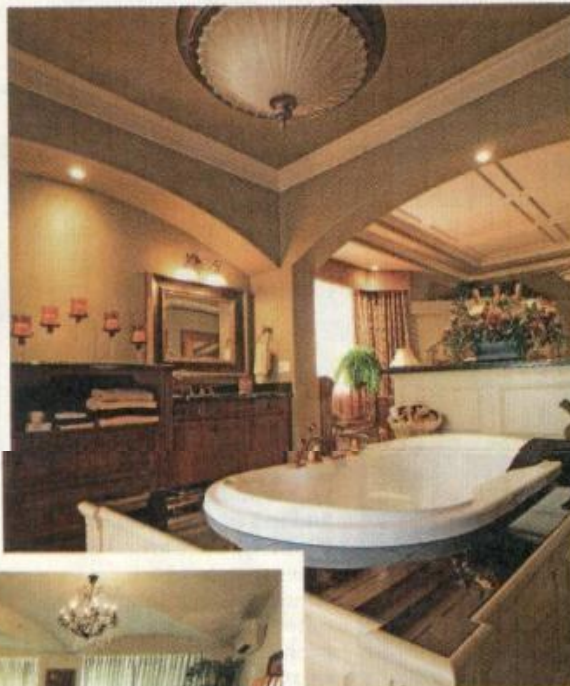


2016, the year of...

>> **Continued from page 1**

...developers have to think forward to find a way to implant this technology in our future homes," asserts Harinder Dhillon, senior VP, Sales, Raheja Developers Limited.

Indeed, Gurgaon, the way it has been shaping up in the recent times, seems ready to welcome the new-age living. With well-travelled residents who are well aware of global trends and also well versed with the latest developments in technology and how it is impacting home interiors and functionality, the city



seems well prepared to wake up to the next level of luxury, in the true sense of the word. With competition increasing in the luxury segment, developers in the city are also working really hard to create bespoke offerings that are suave, luxurious and reflect the living

standard of the dwellers in every possible way.

On a concluding note, Raj Singhal, chief operating officer, M3M India Pvt Ltd, says, "With tough competition in the luxury segment, real estate leaders are focusing on offering a wholesome quality in life. A special

attention on eco-friendly and energy-efficient systems are definitely going to be the new elements which will be considered in many upcoming projects. Passive shading sunscreen to control the sun rays in lobby and living area are also being provided, with triple height lobby to welcome you with openness and grandness of living in a luxurious apartment area. Several new luxuries will make an entry in the housing segment in the year 2016."