

# Destination Gurgaon

## DWARKA EXPRESSWAY SPECIAL

### LET THE FESTIVITIES BEGIN!

With festive season already making lives vibrant, buyers and developers are all elated with the real estate market showing positive signs, especially on Dwarka Expressway, Gurgaon

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With the festive season kicking off, everyone has a reason to cheer about. The season not only brings along the change in weather, but also change in the market sentiments, especially for the real estate sector. While the developer community is putting its best foot forward to give consumers fully-loaded offers, the investors and homebuyers too are not shying away from investing and buying homes. With a host of factors into play, market experts too feel that the buyers are once again flocking the market to bag the best deals. With the right kind of traction being witnessed in the early days, developers and buyers are all set to encash the festive season. Industry bodies too are pinning their hopes on the festive season.

Sharing his hopes from the festive season, Jagadish Nangtani, regional director - Sobha Ltd, says, "Government resolve to clear pending issues on Dwarka Expressway, positive steps being taken towards making it a national highway, delivery of ongoing projects are all very positive for current customers on this stretch. This also is a good opportunity for future buyers to buy/invest in high quality projects in a developing location with a promise of good lifestyle and appreciation potential even in this tough real estate market."

Adding further, Vivek Singhal, president, corporate strategy, M3M Group, points out, "Festive seasons provide the buyers with a good opportunity to invest in a new property. With developers offering many discounts to woo



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the prospective buyers, real estate gets a big boost during the festive season. Developers also look forward to this festive season. Buyers are focusing on new areas such as New Gurgaon and Dwarka Expressway for buying new homes."

➔ Government resolve to clear pending issues on Dwarka Expressway is a positive step for customers who have bought property on this stretch

➔ With the right kind of traction being witnessed in the early days, developers and buyers are all set to encash the festive season



Talking about the amalgamation of factors that will play an important role this season, Harkesh Ananthamurthy, executive director, business development, Experton Developers, notes, "With the recent developments and announcements on Northern and Southern Peripheral Roads, we envisage a renewed interest in this region. There is considerable awareness regarding Dwarka Expressway and the relocation of outstees. There have also been repeated assurances from Ministry of Road Transport and Highways with regards to future plans and upcoming development that is certainly expected to improve mobility and access to this region, while easing the traffic congestion on NH-8. We believe the future prospects of projects in this region are promising, although a bit sluggish currently. Industry expects to witness good sales this festive season due to excellent deals and offers and ready-to-move-in options. Positive sentiment is seen building around Navratras and Diwali."

Industry experts also are hopeful that the festive period marks a festive start for the sector.

A leading developer says, "As festive season is approaching, developers are ready to showcase best of their properties. Developers are waiting to clear the backlog of their inventories with some great offers. Talking about Gurgaon, New Gurgaon and Dwarka Expressway, these are the prime locations giving new options of connectivity to buyers."

He adds, "Gurgaon's connectivity through an existing road network via Bijwasan-Rajokari Flyover is the fastest that makes one reach in half the time. Via Bijwasan flyover, one can reach Cyber City and Udyog Vihar within 30 minutes, even dur-

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Developers are putting their best foot forward to give consumers fully-loaded offers, the investors and homebuyers are not shying away from investing

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ing peak hours. Other than this, connectivity of Sector-108 and 109 and adjoining sectors is also very feasible. These sectors are very well connected to Delhi."

Sharing similar views, Pradeep Aggarwal, co-founder and chairman of Signature Global Group, says, "Festive season is always good for sales in the real estate market which has sailed through a tough patch and has been showing encouraging signs for the past couple of months, especially for projects nearing completion. The new pockets of Gurgaon, especially Dwarka Expressway and New Gurgaon have huge growth prospects."

On a concluding note, Ravish Kapoor, director, Elan Group shares, "Dwarka Expressway is bound to be one of the largest and most premium realty hubs in the near future and with the announcement of it being accorded the NH status, the area will see a boom."

